

SEPTEMBER, 1907

SELLING ELECTRICITY

BE PRACTICAL. The problem of the central station business getter is to find ideas which he can adopt or adapt to his local conditions. Big schemes, elaborate plans, top-heavy ideas are useless. What we want—what you want—is something practical, specific, adaptable. In this issue of **SELLING ELECTRICITY** you will find more good, practical, common-sense ideas on business getting than were ever before contained between two covers.

American Electrical Heater Co., Detroit, Mich.

Gentlemen:—After four years' constant use, I can honestly recommend the AMERICAN iron as being absolutely satisfactory. Through my influence several friends recently purchased electric irons, but the lighting company supplied another make. These were not satisfactory for many reasons, and my friends returned them. They have since purchased AMERICANS from you and are now as well pleased as I am.

Yours truly,

Mrs.



READ THIS LETTER

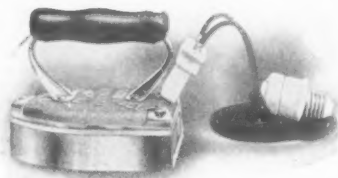
This letter, copy of which we will supply to anyone interested, shows what the users of American Steel-Clad Irons think of them.

It's the woman who uses the iron that you are catering to—not some favored manufacturer. American Irons are commercially the best irons. When you sell one to a customer it stays sold—no burn-outs, no repairs.

Bulletin S contains proof, not argument.

American Electrical Heater Co.

DETROIT, MICH.



CERAMITE ART GLASS SHADES

ABSOLUTELY UNIQUE

Ceramite Art Glass is both new and unique. It is a patented product—not just tinted glass. In Ceramite Art Glass unlimited effects in shading can be obtained, and the most intricate and beautiful designs produced, which are absolutely impossible to duplicate in leaded glass.

Not only is Ceramite Art Glass more beautiful and effective than leaded glass, but it is considerably cheaper, thus making Ceramite shades at once more attractive and saleable.

These advantages appeal strongly to central station managers whose customers demand the best at a low cost. Our goods enable them to place before their customers a line which is well within the means of all, yet which cannot be criticized by the most discriminating.

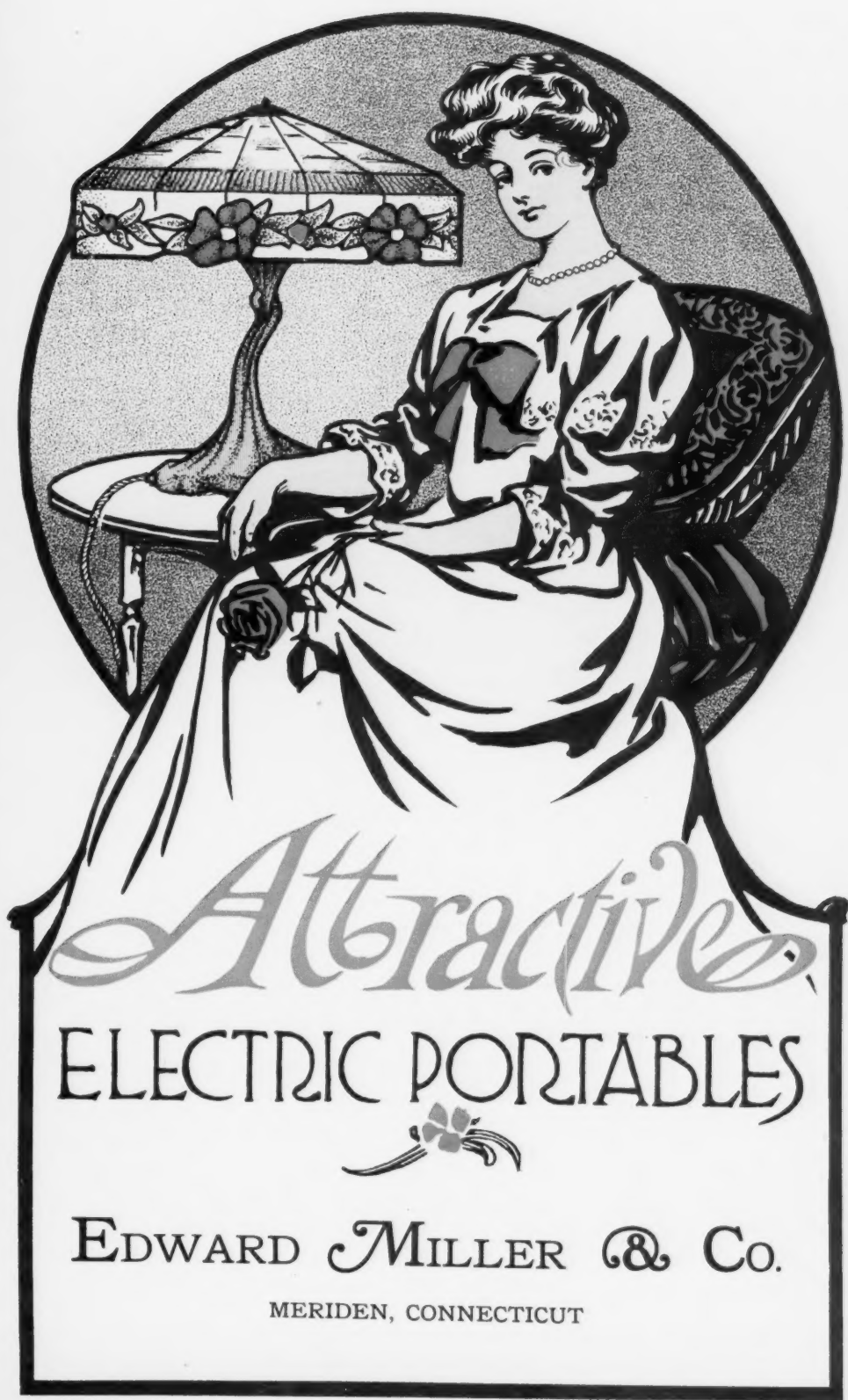
With the Fall trade, all who handle, or expect to handle portables, art shades, domes and chandeliers, etc., in their display rooms should investigate Ceramite. Our stocks at this season are very complete and offer a wide range for selection.

Get prices.

Ceramite Manufacturing Co.

651-653-655 West 43rd Street

New York City



Attractive
ELECTRIC PORTABLES

EDWARD MILLER & Co.

MERIDEN, CONNECTICUT



L 85.

This electrolier appeals strongly to Elk Lodges. We have sold scores of them to Lodges of Elks all over the country. Both the stag and the tulips are done in natural colors, the stag in bronze and the tulips in green. The electrolier is given an old brass finish. It is 22 inches high and has three large frosted lamps.



MILLER PORTABLE is always a convincing demonstration of the charm and beauty of electricity in the home.

That is why some of the largest Electric Light Companies in the country to-day are handling the Miller line exclusively. They have found that Miller portables sell, that the introduction of lamps so genuinely beautiful and attractive helps popularize the use of electricity.

There are three reasons for the supremacy of Miller lamps in Central Station display rooms—three reasons why there is a profit for you in handling them, whether you are a dealer in electric supplies and appliances or a manager of a lighting company—

The Miller Design is Right.

The Miller Finish is Right.

The Miller Price is Right.

Every portable lamp turned out of our great factory in Meriden is an artistic triumph. Each conforms to the canons of good taste. Inherently, they show in every detail of design, the skill and genius of true artisans. This, together with the superior beauty and durability of the Miller finish, have made our goods famous all over the world. Our export trade alone is enormous. And wherever our lamps are sold, in this country or abroad, the name Miller is synonymous with all that is best in design and finish.

These qualities, coupled with a reasonable price, make the Miller line peculiarly desirable for Central Station display rooms. The electric light public is much more discriminating than the old lamp and candle buying trade. While the

average users of electricity cannot afford to buy \$75, \$100 or \$150 portables, they nevertheless appreciate lamps that are harmoniously and correctly designed—that appeal to their sense of the artistic. Cheap and tawdry portables with shades in garish hues do not satisfy this class of buyers.

And right here is found the basis of the Miller success. We make portables to sell at \$15, that are both charming and beautiful, that are in just as good taste as those costing \$250. Our lamps ranging in price from \$10 to \$45 are good enough to go into any home, to become a part of even the most luxurious surroundings. Just as much care and skill are exercised in working up a line of \$10 lamps as in creating the \$75 kind. All must be perfect in finish and correct and artistic in design.

We employ nearly 900 people in our immense factory in Meriden. Our business was founded by Edward Miller in 1846, who made oil screws, the prevailing style of burner used at that time. In 1857 Mr. Miller produced the first kerosene oil burners made in this country. Starting with the earlier forms of illumination, he worked up, enlarging his business from year to year until in 1866 when the business was incorporated under the name of Edward Miller & Company. Some 12 years ago we took up the manufacture of gas and electric lamps. To-day we make both fixtures and lamps, and have one of the largest factories in the world devoted to our line.

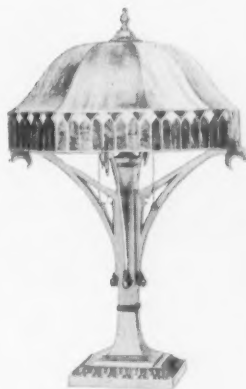
We do business all over the world and have branch offices with large display rooms in Boston, New York, Philadelphia, Chicago and San Francisco. Our immense business is founded upon the theory that the public appreciates artistic and beautiful lamps and fixtures when they are sold at a reasonable price. The correctness of this theory is amply proven by our success.

Only a few of our portables are shown here. Our complete line is fully illustrated in our new catalogue, which will be sent to any address.

EDWARD MILLER & CO.

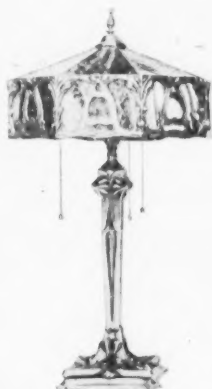
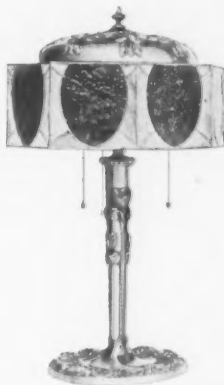
MERIDEN, CONNECTICUT

L386. Here is a portable in an entirely new and handsome design. The shade is supported by four arms with dragons' heads. Both standard and arms are done in our handsome Patina brass finish. The shade is leaded with panel opalescent glass.

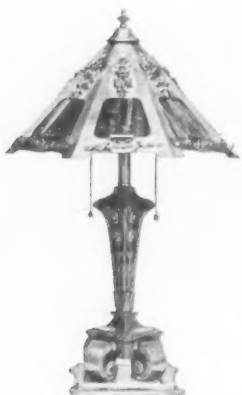


L346. A beautiful library portable that will sell in any display room. The shade is a leaded Mosaic and can be furnished in a variety of tints and colors. The standard is of cast metal and is given our Roman Antique finish. Shade and standard combine together to make a portable of rare beauty and charm.

L371. Lovers of the odd and distinctive will instantly select this Moorish portable. It has a metal top, a leaded curtain and a standard decorated with lilies in bold relief. The total height is 26 3-4 inches. The three lights furnish an abundance of light for library, reception hall or living room.



L388. One of the most beautiful creations we have ever turned out of our factory. The shade is octagonal in shape, with a panel opalescent top and a skirt of Patina brass over glass. The standard is entirely of cast brass and is one of our handsomest patterns. Both the shade and the standard are entirely new in design. This is a portable that will sell readily to your most discriminating customers.



L358. We offer you here another of our distinctive portables which has proved to be a great seller. The base and shade are new in design and unusually handsome. Notice the heavy brass base and the effective relief pattern.

L357. This model we designate as a genuine "Miller." The heavy cast brass base is done in an especially handsome pattern. The shade is square and unusually charming. The portable has two lights and is 24 inches high. We get repeat orders from every customer who stocks this lamp. It is one that always sells.

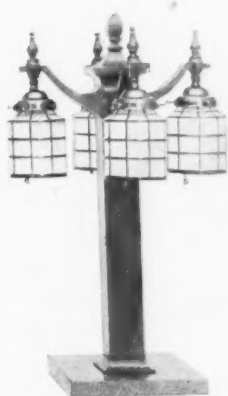


L389. A library portable that you will want in your own home. Note the charming effect of the open work metal brass shade with the Mosaic glass. The standard also is a masterpiece. It is made of cast brass and is done in our own Patina brass finish. This is one of the creations that has helped to make the name Miller famous.

L359. Do not overlook this unique design. The shade is one of those odd conceptions that always delights the woman of taste. The standard also is exceedingly handsome. In our well known Patina brass finish this portable is one of our most effective productions.



L380. Student or library lamp. Base and column of heavy brass, Patina finish. Two six inch square panel glass shades. Total height 20 1-2 inches. Spread outside of shades 15 inches. A lamp that will lend distinction to any library or study table.



L381. A Mission portable that sells on sight to lovers of the now popular Mission style. This lamp has four frosted leaded glass shades with a base of heavy brass which is given the new Florentine relief finish. The total height of the lamp is 20 1-4 inches.

L328. This is a two light reading lamp with a 10 inch ring which is made to take any design shade of that diameter. The standard is given our famous Patina brass finish. For an exceedingly low priced portable, this is one it will pay every central station to carry in stock.



L373. Both the standard and the shade on this portable are unusually handsome. The base is done in our own Roman Antique Relief finish, with a row of raised pond lilies at the bottom. The shade is a leaded octagon, with panel sides and a Gothic curtain. The shade is 17 inches in diameter and the lamp 29 3-4 inches high.

A HALF dozen Miller lamps will lend rare beauty and distinction to any display room. Thousands of these lamps have already been sold by lighting companies. Thousands more are in central station display rooms. The manager who is about to open a display room, or who is in a position to order new lamps for a display already opened, will make a grave mistake if he does not investigate the Miller line.

Every electric light company that is to-day handling our lamps is selling them. Miller portables will make your display room a success. Miller portables will sell in your territory.

Write to-day for our catalogue and get in touch with a Miller salesman. Your name on the attached coupon is all we solicit.

TEAR OFF ON THIS LINE

Edward Miller & Co., Meriden, Conn.,

Gentlemen:-

SEND YOUR CATALOGUE.

SIGN HERE. (Name)

(Company)

(City or Town)

(State)

SELLING ELECTRICITY ADVERTISERS.

THE FREE PROPOSITION
===== IS A =====
GOLD MINE
===== For Central Stations =====
===== IF =====
FEDERAL
INTERCHANGEABLE
ELECTRIC
SIGNS
◊ ARE USED ◊

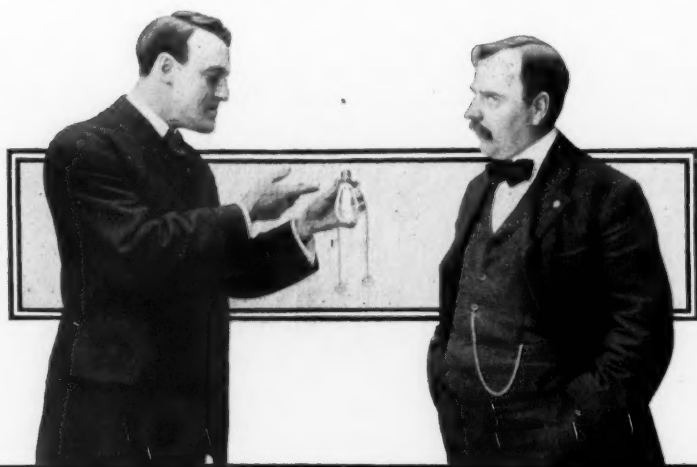
◊
A central station manager writes us that he paid
for his signs and netted eight cents per K. W. for his
current. You can do the same. We'll tell you how.

◊
Federal Electric Company
LAKE & DESPLAINES STREET CHICAGO, ILL.

Eastern Agent—Federal Sign Sytem (Electric)
317 W. 42d St., New York.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.



Why Buy Turn Down Lamps?

ECONOMICAL SALESTALK No. I

YOU say, "Why should I bother with Turn Down Lamps?" I'll tell you—they *make satisfied customers for you.*

Nine out of ten of your customers are trying to keep their bills for current as small as possible. They want to skimp all they can.

Now, this lamp permits them to *economize sensibly.* They don't *waste* light and they don't stumble about in the dark. They appreciate the convenience and they feel satisfied with the cost.

As a matter of fact, *their bills are the same or higher,* when they use the ECONOMICAL lamps, because two or three Economicals consuming 8 or 9 watts each are left burning many hours where large lamps would be out entirely. It doesn't take a cent from you; it adds to your income. You may not believe that at first, but it's easy to prove—simply install two or three ECONOMICALS in the homes of a few customers and watch the bills. The bills will be the same or higher but the customers will be better satisfied.

I could talk all day, and you might not believe that, so all I ask is—*TRY IT.*

Order a few Economicals—a dozen, even. Put them in the homes of six customers and *prove to yourself* what I claim.

Economical Turn Down Lamps *make satisfied customers for you.*

Three styles—Turn Bulb, Pull String and Long Cord.

Order a sample lot *today.*



ECONOMICAL ELECTRIC LAMP COMPANY

96 WARREN STREET, NEW YORK

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY

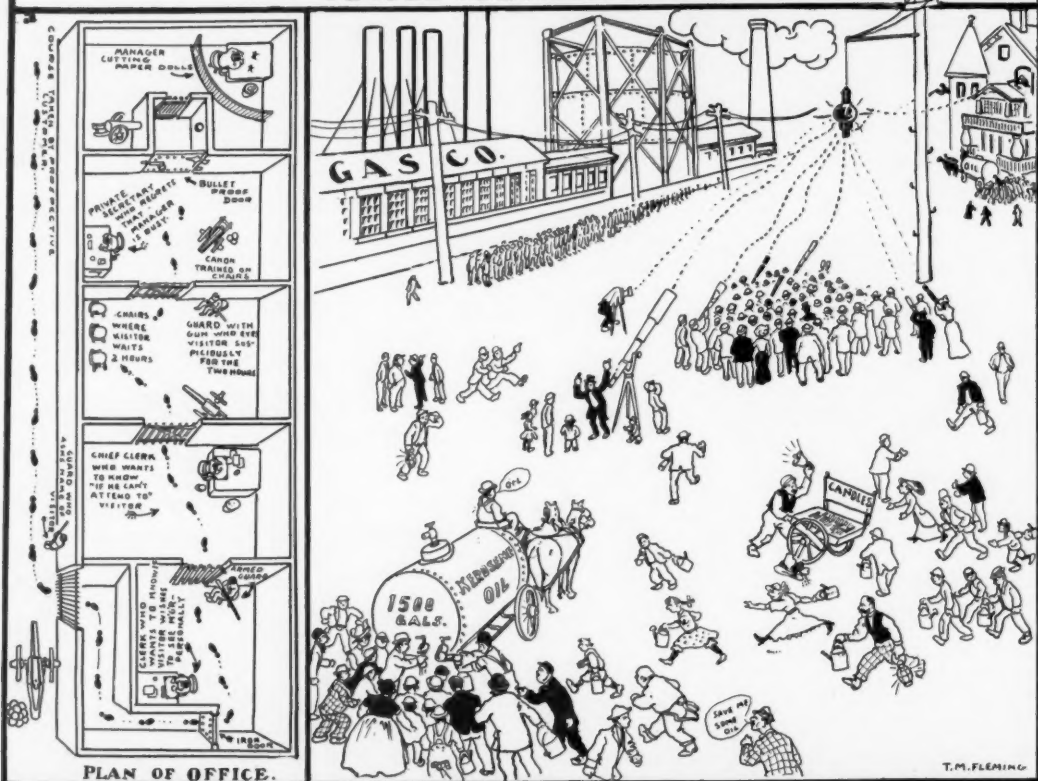
A Magazine of Business Getting for Central Stations and Electrical Men Generally

FOR SEPTEMBER, 1907

Cartoon	Frontispiece
Editorial	5
The Day's Work	By Paul Lupke 9
Informal Talks on the Big "Little Things" that Daily Perplex the Central Station Managers.	
An Exhibit That Sold The Goods	By W. Graham Claytor 13
How a First Class Exhibition Was Planned, How Advertised, and What Results it Gave.	
Causes of Municipal Ownership. Part 2	By Glenn Marston 19
The Second of a Series of Articles by an Expert on Municipal Ownership Affairs.	
A Successful Wiring Scheme	By G. W. Harris 21
How the Rockland (N. Y.) Light and Power Company Gains Residence Customers by a Successful Wiring Scheme.	
Mechanical Details of Advertising. Part 1	25
A Series of Practical Articles on the Technical Side of the Ad Writer's Work.	
Tobasco Talks	By Earl E. Whitehorne 29
The Gentle Art of Waiting.	
Tricks of the Trade	31
Some of the Devices the Clever Business Getter Must Employ to Close Contracts.	
Does the Return Post Card Pay?	33
An Article on the Use of the Return Post Card in "Follow Up" Campaigns.	
The Month in the Field	39
News Items of Interest to Central Station Business Getters.	
Ideas from Everywhere	43
The Best Thoughts on Business Getting Abstracted From the Electrical Press and Business Magazines.	



~ ~ PEOPLE MANAGER KNOWS ~ ~



~ ~ PEOPLE MANAGER DOESN'T KNOW ~ ~



Entered as Second Class Matter July 26, 1907, at the Post Office at Newark, N. J., Under Act of Congress of March 3, 1879.

Volume 2

SEPTEMBER, 1907

No. 3

ON BEING EXCLUSIVE

THERE'S a certain brand of snobbery abroad that needs the hook. For lack of a better term we will call it "business exclusiveness." It seems to proceed from a mistaken notion that the victim is better or busier than the rest of humanity, and that he must, therefore, secret himself behind closed doors, interpose guards and menials between himself and the public and conduct his business by gum shoe indirection.

We grant, for the sake of argument, that certain men in certain high positions must so protect themselves from constant interruption by people with whom they have no business; the question is, "Is the manager of a public utility in this class?"

And the answer is———?

Not a great while since, your humble scribe attempted to call upon the czar of a lighting plant.

"Your name," said an office boy down stairs. It was given.

"Do you want to see him personally?" We did.

"What's the nature of your business?" was the next question, to which we replied, "None of yours."

It was then explained that the call was the result of previous correspondence.

"Personal correspondence?" Yes.

"Was the letters you received signed in ink or with a rubber stamp?" Personally, with a pen and blue ink.

"All right. Take the elevator."

"Floor please?"

"Mr.———'s office."

The black menial looked us over suspiciously.

"Don't you know what floor Mr.——— is on?" No, we did not.

"You'll have to see the chief clerk. Third door to your right."

We entered Mr. Chief Clerk's office and were accosted by a stenographer, undergoing a pretty thorough cross-examination before we met the clerk. Then followed another "third degree," after which the Chief Clerk retired. In due time we were in the presence of the manager's private secretary. She was gracious but inexorable. Mr.———was out and it would be impossible to say when he would return.

That afternoon we called up four times on the 'phone. Three times the czar was out; the fourth he answered.

"Is this Mr.———?"

"Yes."

"Mr.———, I want———," and we told our story.

"Well," said the voice, "This isn't Mr.———, but I'll make a careful memorandum of the matter and bring it to his attention."

"I thought you said you were Mr.———," we said, as calmly as possible.

"I did, but———"

"But you lied!" we thundered.

His voice laughed back. He was used to it evidently. As we hung up the receiver, the singed smell of scorched linen was noticeable and we congratulated ourselves that we didn't wear a celluloid collar.

There was one course left. Calling a boy, we despatched a note to this manager's home, a note setting forth our troubles and soliciting an interview on the morrow. The interview was granted. Until he received the letter, Mr.——— did not know we existed.

So, to satisfy a whim, a day of our valuable time has been wasted; six people had interposed themselves uselessly between their superior and one having legitimate business with him; several people had, directly and indirectly lied and misrepresented in order that a visitor might be side-tracked.

In the end, the interview lasted six minutes. It cost us, in time and expense, over twenty-five dollars.

Another instance.

From a little Ohio town we heard mutterings of discontent—municipal ownership and such. We hastened to the spot, found the manager, after some difficulty, and settled to the job of securing the story of the trouble. It was the old story—political unrest on the one side and gross indifference on the other. After interviewing the manager and enjoying an account of power-house troubles we interviewed the leading people of the town.

"How about it?" we asked the editor of the leading paper. He took us to the Club and told the story from his point of view—high rates, crooked meters, poor service, but chiefly indifference.

"What does———say?" we asked, naming the manager.

"Nothing. I never met him—don't know him by sight."

"Isn't he a member of the club?" No.

We then interviewed the mayor, the chief of police, three merchants, two bankers, the hotel proprietor and an attorney.

Only one of the nine knew him.

He was "exclusive."

Every other man of importance in that little city was approachable—most were cordial.

The manager, barricaded behind stout doors and with a staff of surly clerks between him and whomsoever might approach, wondered why they voted for the city plant.

ARE YOU SURE YOU *UNDERSTAND*?

ONE hears a good deal about the "literature" of advertising. Very few of us are willing to take the ad-writer's word for it that his announcement is comparable, in literary quality, to one of the "six best sellers," but occasionally appears a gem of thought in the prosaic back pages which compels admiration.

Such a one was propounded by my friend, Tom Richards, of the Wagner Company, not long since. Said Richards, after discoursing of the advantages of a certain motor drive, "Are you sure your solicitors *understand* this outfit?" and the word 'understand' was italicised.

That line should be chalked up opposite the desk of every central station manager in America. "Are you sure your solicitors *understand*?" are you sure you, yourself, *understand*?

For it's so much easier to turn down a proposition than to study it; so much more gratifying to personal vanity to say, "Oh, I know all about that: nothing in it," than to sit down like a school-boy and let the salesman (or the advertisement, which is the same thing) explain just what is offered and why.

For some reason unintelligible to the seller, most buyers take the stand that they have nothing to learn. They interpose bull-doze, blind prejudice or hopeless indifference between themselves and the salesman; often sinking to actual insult by rawly questioning the latter's honesty. Ignorant, they resent another's presuming to enlighten them: small and petty, they surround themselves with subordinates smaller and more petty, and will not abide the coming of one whose aim it is to help himself by helping them.

Business nowadays is service. We do not barter and trade—we serve and buy service. Is a new device offered?—it is sold because it will in some manner serve the purchaser better than have similar devices in the past. Perhaps it is cheaper, but generally it is better. This idea of service is the very backbone of the central station industry. We are public servants. We offer a better light, a cheaper, less bothersome power, a cleaner and more convenient form of heat. What we sell we sell as service.

And nine times out of ten the man who comes to us also offers service, or offers us something which will improve or expand our service. It is of no consequence that

he may make money—he offers us an opportunity to make more money. It should not arouse our resentment that he endeavors to teach us something—this knowledge we pass on to our customers at a profit.

Richards is deserving of a vote of thanks for that ad. It brings home sharply a truth too seldom acknowledged. It pierces the weak point in our armour of smug superiority and makes us realize how frequently we have passed with indifference the opportunity for that knowledge which should form the foundation of our prosperity as public servants.

“Are you sure you *understand*?”

Chalk that one up where it will shame you into a receptive mood when next some salesman—or ad—asks the privilege of helping you toward success.

HOW WE STUBBED OUR TOE

LAST month we made a few promises which we haven't kept—not because we didn't want to or didn't try to, but because some things we expected didn't happen. We promised a bigger magazine—which promise is kept. We promised some good stuff by Paul Lupke—which promise is also lived up to. But the article on salesmanship did not “pan out” nor did our expected department on illuminating engineering.

But have hope. We have the salesmanship articles now in hand and they are worth the trouble they cost us and the delay which you, gentle reader, are stoically enduring. They will begin next month. The illuminating engineering may begin then—it may not start till the first of the year.

Paul Lupke's contribution in this issue will interest every live central station manager who reads it. The paragraphs are, as Mr. Lupke said in submitting them, “in rather different lines than those the magazine has followed heretofore,” and are, further, “merely an expression of opinions with which it is not expected that everybody will agree.”

“Selling Electricity,” avers Mr. Lupke, “is a business much like selling anything else and if the word “electricity” does not recur in every other line, I believe we still are well within your legitimate scope. Every incident discussed or touched upon was brought to my notice in the business of selling electricity and has brought to bear its influence upon that business either good or bad.”



THE DAY'S WORK

Informal Talks on the Big "Little Things" that Daily Perplex the Central Station Managers.

BY PAUL LUPKE,

ASSISTANT GENERAL SUPERINTENDENT, PUBLIC SERVICE CORPORATION,
TRENTON, NEW JERSEY.

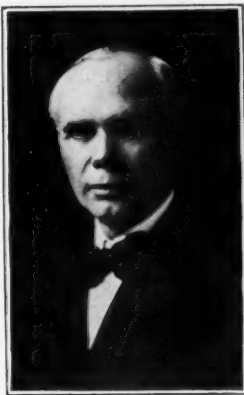
AN exacting tyrant of modern times is the telephone. It hunts you up everywhere; it is no respecter of persons or circumstances, it is the "original and only butter-in." It easily makes important people dance a jig to the jingle of its bell at most inopportune times. It has a way of putting you through preliminaries that are anything but mollifying and productive of an agreeable frame of mind.

A prolonged rattling, cracking and snapping in your ear topped off with a sweet consoling "just one minute, please," while a promising prospect begins to fidget in his chair, is rather trying and when the fellow on the other end has been put through the same initiation you are likely to get together like a couple of released fighting cocks.

If that is the case with yourself, consider what a powerful engine for mischief the telephone is in the hands of the young and inexperienced.

Let us cite an incident.

We happened to be present when a



Paul Lupke.

little man with his dander up rushed into the office of a company, peremptorily demanding to see the boss of the show. After he had been prevailed upon to sit down he delivered himself about like this:

"My wife bought an electric iron here the other day and you promised to have it installed this morning without fail.

"She waited all morning but nobody showed up, then she called up on the telephone and somebody as much as told her to ——— and that they didn't care———if she never got the iron. Now, I want to see the man who answered that telephone," and more to the same effect.

So there you are. It is a fact, that nothing seems to destroy good manners as easily as a mile or two of telephone wire.

However, we contend that much of the trouble can be eliminated by the close observation of a few simple rules. Here they are:

1. Familiarize yourself with and adhere to the instructions given by

the telephone company for the use of its instruments.

2. Do not lose your temper while central is getting through with her part.

3. The moment it is up to you, exchange identification and never under any circumstances speak to anybody over a telephone differently from the way you would speak to him or her face to face.

We know of one wise manager who sends off every applicant for a position with the remark:

"Well, call me up on the telephone to-morrow morning at ten and I will let you know." Furthermore, now and then he drops in on a friend among his customers, has his own office called up regarding some imaginary complaint and listens to the conversation on an extension set. The manager says what he has heard has been in the nature of a real revelation.



AS TO MOTTOS.

"Do it now." That is the worthy motto we run up against very often now-a-days and the fellow who has it stuck up on his wall generally seems to take great pride in it. "See that? that's me."

We feel like giving it to him good and hard and we feel like doing it now. We dropped in on one of the species the other day; he was sitting in his leather-backed chair, feet up on his desk, a cold cigar butt hanging in his fingers, and he was fast asleep at 10:30 A. M. If his eyes had been open he would have stared at that motto, "Do it now." Surely he was doing it—doing what?—well, it.

This sticking up of mottos on the wall reminds us of Lawyer A. and Lawyer B. A was a great stickler for precision and when the new office boy had not torn off yesterday's date from the bill-board calendar on the wall, there was war. Lawyer B. dropped in one day when the battle was on. "I see," said B., "you always have the correct date on the wall: I always have it in mind."

That's where you ought to have your mottos—always before your mind's eye. If you have to have it before your physical eye all the time, you are in a bad way. You are worse than a lazy old mule that has to have a whip dangling over him all the time to make him go.

So much for sticking up mottos in general. Now as to this particular one—"Do it now." If you look at it straight, it certainly seems rank silliness. It's like one of those misquoted Bible quotations and indeed that's what it really is only it comes from the Chinese bible. Here, we believe, is what Confucius really said, "Do it now, but, if you don't want it known that you do it, don't do it."

Just learn that by heart, please, and if you can manage to live up to it you are all right. Think of the application you can make of it in your particular business—hustle, keep awake, learn everything there is to be learned, get all the help there is, key yourself up to the tune of the times, do it now—sure, but if you don't want it known that you do it, don't make any promises you cannot or do not intend to keep. Don't make a rate for one man you don't care to make his neighbor

under like conditions—don't—but that is specializing and you can carry it on yourself. Whatever you do don't hang that motto up on the wall and lock it up when you close your office door. Carry it with you, it's mighty good company anywhere and at all times.



CLOSING AT NOON.

"On Saturdays this office closes at noon during July and August." Thus read the legend a certain manager displayed in his office window and forthwith he received a unanimous vote of thanks from his clerks.

On his bills was printed a notice like this: "Unless paid by the 15th of the month your supply is liable to be cut off without further notice." Now it so happened that on Saturday afternoon, July 13th, at about 3:00 o'clock this manager had occasion to go to his office and while he was fumbling with his bunch of keys in front of the locked door a feeble old man came up, read the notice and shook his head. Then he saw the manager unlocking the door and said to him, "Can't you take my money? I walked all the way up here this hot afternoon to pay my bill promptly and I can't come back on Monday."

The manager took the money and while he handed out the change from his pocket, an old lady walked in on him and, taking in the situation, handed out \$2.50 with a sigh of relief.

"My, this is lucky," said she, "do you think they would have cut me off the first thing Monday morning?"

"No, I don't think so," said the manager but he took the notice out of

the window, got into the cashier's cage and by six o'clock locked \$543.68 into the safe. Meanwhile he had sold all the fans out of the show window, had taken orders for some more to be delivered the very first thing Monday morning, had filled out half a dozen solicitors' call-cards and altogether put in a very profitable Saturday afternoon all by himself.

On Monday morning when he turned in the cash he said to the cashier, "John, I want to make you a proposition; if you will stay in the office the balance of the Saturday afternoons during July and August, I will tack a full day onto your vacation for each one of them, is it a bargain?" "Sure," said John, and that ended the Saturday noon closing, and furthermore, below that cut-off notice on the bills thereafter appeared this: "For the accommodation of our customers the office will be open for the payment of bills until nine o'clock in the evening of the last two business days before the 15th of each month."

This is rather a long introduction to a very few pertinent remarks we want to make on the subject but we think it illustrates the point better than an equal amount of preaching.

It is an altogether laudable thing to let your office force have a halfway decent week-end during the hot season, but, as a public utility concern your first duty is to the public and you should accommodate the public in every conceivable way. There is absolutely no reason why you cannot do justice both to your clerks and your customers, viz: the story.

It is an irritating thing to run up against a locked door at the end of a

hot journey—a journey, too, undertaken to bring you money.

Irritation of the public is to be avoided like poison. It prepares the public mind for the reception of the seed of discontent. It should be our aim to have the sower of that disagreeable plant find an unreceptive barren soil. Keep your eyes and ears open for every little cause of irritation and honestly strive to eliminate it. Did you ever find a notice telling of Saturday noon closing in one of Uncle Sam's post offices? Then why should you put it up?



NOT HIRED TO DO THAT.

"I wasn't hired to do that," we heard a young chap who had been working a week at his first job tell his father, and here's the lesson that boy got:

"My son, if you say that aloud or act it, you will probably be fired before the end of another week. If you only think it, you may hang on awhile

longer but the thought will get into your system and poison you for life. It will stunt your growth and condemn you forever to a dead level of mediocrity. If you never do anything else but what you are hired to do, you will never be hired to do much. That thought will make you the slave of a highstool, a cotton jacket with an inkstained left sleeve and a green eyeshade. That old saying about doing one thing well is well enough as far as it goes but, mind you, if you get so that you can do the thing with your eyes shut it is the highest time you were doing something else. The only way to keep yourself out of a rut is to do something well outside of your regular routine, and, tell me, how can you manage that unless you do something you are not hired to do?

"Now go back Monday, do what you are hired to do and ask for more, or better, if you can find something without bothering anybody with questions you are in a fair way to draw a trump."

LITTLE SENTENCES OF PITHINESS.

WALTER JONES WILLSON.

THOUGHT is a master builder.

Keep a little ahead of progress.

A handicap ought to be a boost.

Misfortune is often Miss Fortune.

Stumbling blocks are stepping-stones.

Failure is only a nudge in the ribs to the wise.

As the wind is to the sails so is advertising to the sales.

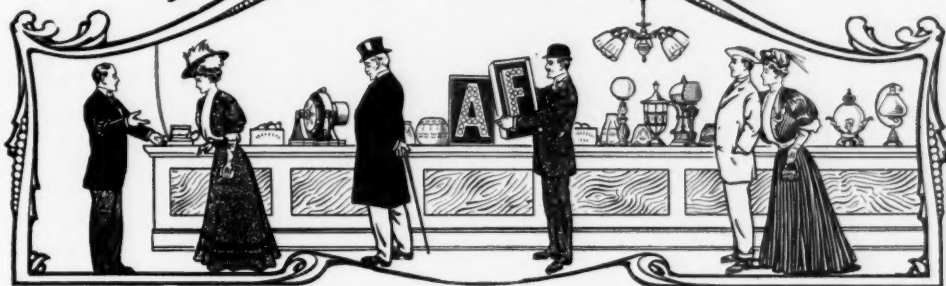
Don't boast of your ancestors; but be a worthy descendent.

That success which is not built upon truth is only a successful failure.

Money being the root of all evil is probably the reason we have to "dig" for it.

Profitable Advertising.

The Display Room



AN EXHIBIT THAT SOLD THE GOODS

How a First Class Exhibition Was Planned, How Advertised and What Results It Gave.

By W. GRAHAM CLAYTOR.

CONTRACT AGENT, ROANOKE (VA.) RAILWAY AND ELECTRIC CO.

AS an example of what can be accomplished in a small city of some thirty thousand people by a first-class exhibition and demonstration of household electric appliances, the recent experience of the Roanoke Railway and Electric Company may be of interest to the commercial men of other central stations. I say "a first-class exhibition"—we believe that ours was a first-class showing, and the reader can form

some opinion of his own on that point by consulting the illustrations that accompany this account. At any rate, the results accomplished gave our company first-class satisfaction, and that's the thing that counts.

When we first decided upon the advisability of making such an exhibition, there was considerable debate as to where the show should be held. The manager of one of the



How the Crowds Attended the Roanoke Exhibit.

largest department stores in the city, and one buying current for its lighting, its elevators and its cash carrier system from this company, offered us a large space in the center of his store, on the ground floor, and this offer was accepted.

In this space we arranged a complete exhibition, making it as attractive as we knew how, of household electrical appliances. We showed the latest electrical cooking utensils of various kinds: oven, gridirons, cereal cookers, sauce pans, tea kettles, chafing dishes, coffee percolators, milk warmers, and so on. We showed a sewing machine outfit, small motors for various other uses and attachments, electric radiators, electric flatirons, and a complete elec-

tric laundry consisting of an electric washing machine and wringer, and an electric dryer which we made in our own shop. This last consisted of a cabinet about four feet by six by four, lined inside with asbestos and heated by four ordinary car heaters connected in multiple with a switch on each one so that the temperature could be raised or lowered as desired. A 16-inch fan was placed under the coils to circulate the heat. An electric piano was kept playing in the mornings and an Italian string band was employed for the afternoons throughout the exhibition.

We knew that the only way to arouse the interest of the people we wanted to reach in a thing of this kind was to advertise plentifully. So we started early and kept at it continuously and late. The exhibition was opened on April 15, and lasted until May 1. Announcement of it was made on the backs of all bills sent out the preceding month. Beginning on Friday, April 12, we used approximately one-quarter page advertisements in the three daily newspapers, which advertisements with frequent changes of copy were kept up throughout the exhibition. Besides this we had large posters advertising the exhibition, placed on the ends of all the street cars and we sent out special invitations to all our customers and prospects to come to the demonstrations and have a bite with us and see cooking without fire and heating without flame. Also we sent out a quantity of little heating and cooking booklets. The result of all this advertising was that the whole community was pretty thor-

You are Invited

To Attend our Demonstration of
the Possibilities of

ELECTRICITY FOR HEAT, FUEL, COOK- ING, AND MANY OTHER HOUSE- HOLD PURPOSES

Which is now being conducted, and will
continue during the next few days, at

Watt, Rettew & Clay's

Between the hours of 10:00 and 11:30
A. M. and 3:30 and 5:30 P. M.

"Everything Electric" that can be used in
the home will be practically demonstrated.

It is an educational opportunity, and those
who wish to be in touch with up-to-date mat-
ters should not fail to visit the demonstration.

The Roanoke Railway & Electric Co.

One of the Effective Ads Used to Announce the Display.



All these Devices were Ready for Instant Demonstration.

oughly aroused to see what such an exhibition could be like, and hundreds of people went to the department store daily, especially to see the electrical show.

Another item of importance to our success: the interest of the editors of the papers was aroused so that they sent their best reporters to write up the affair for their news columns. Nearly every day of the exhibition a good news article about it appeared in one or another of the papers. As a sample of what the papers were willing to do for us in this respect, of their own free will and because they knew their readers were interested in the novelty of doing house work by electricity, the following report from the *Roanoke Sunday Times*, relating an incident that happened at the end of the first week of the show we considered not half bad:

The electrical display of the Roanoke Railway and Electric Company, at the store of Watt, Rettew & Clay, didn't only furnish interest to the men and women yesterday, but it served in one case, at least, to pacify a crying baby.

"Ma-a-a-a-a, g-u-u-u, a-h-h-h-h, a-h-h-h-h, u-g-g-n, n-n-n-n-n!" etc., etc., twist, wiggle. *A capite ad calcem.*

"Tut, tut, be a good baby, oo mustn't ty 'at way."

"Ma-a-a-a-a, n-n-n-n-n, ug-ug-ug-!"

"All right, 'en, if oo ties, mama have take oo home."

"What's the matter with the little one?" asked an electrical demonstrator of the mother, who was jumping her offspring up and down and changing the little rosebud from arm to arm, in an effort to quiet the darling, so that mater could watch the electric sewing machine and the electric laundry at work.

"She's hungry," replied the mother, as she tried to induce the baby to look at an electric chandelier hanging over the exhibition. "I shall have to take her home; too bad, I can't see what I came to look at."

"And you haven't a cracker or anything with you that would quiet baby?"

"No, no crackers; but—here's some malted milk. Still she can't eat the dry stuff. If I only had some warm water, then—"

"All right, we'll heat you some water in a jiffy. Now, just see what you can do in the dead hours of night if you had one of these electric heaters."

The demonstrator turned a button and a minute later baby was devouring a cup of delicious warm milk.

Did the baby cry any more? No, the baby did not cry any more.

Why didn't the baby cry some more? The baby was satisfied. The electric water heater had come to the mother's rescue and the baby had been pacified. And mamma remained to witness the demonstrations. When she left, the Roanoke



Circular Letters, Booklets and Post Cards Were Used to Create Interest.

Railway and Electric Company had her name on the order book, and it calls for a rush delivery of an electric water heater, a coffee percolator, an electric flat iron, a grid, and a sewing machine motor.

At the demonstrations yesterday, the sewing machine and the laundry were the things that held the attention of the hundreds of visitors. The sewing machine was equipped with a small electric motor and the demonstrators showed how very, very easy it is to do sewing when there is no pumping at the treadle. The motor is very easily installed, and may be connected to a lamp socket or wall receptacle by means of a flexible cord or plug. A small snap switch, placed on the under side of the sewing machine table, near the front edge, enabled the operator to start or stop the motor without leaving the machine. The motor itself runs constantly at its maximum speed, which insures immediate acceleration of the sewing machine to full speed when the greatest working capacity is desired. The motor consumes power only in proportion to the amount of work actually done—starts instantly and stops on the stitch.

The electric laundry was seen in full

operation yesterday for the second time. Two family washings were done before the eyes of the spectators. The soiled linen was washed in an electric washing machine, wrung out with an electric clothes wringer, dried in an electric drying room, and ironed with an electric iron.

Tomorrow will be the electric biscuit day at the display, and the electric ovens will turn out biscuits by the hundreds. With tomorrow, the electric display enters upon its third week. The demonstrations have been witnessed by several thousand people, and no doubt will be largely attended every day this week.

The interest of the public continued unabated till the last day. As indicated in the above article, we held special demonstrations of some kind each

The House Electric

A chafing dish party where electric devices are used is a social and gastronomic delight which instantly appeals to everyone. With the electric chafing dish every element of danger is eliminated and with the electric toaster the toast may be prepared near the chafing dish instead of running out to the kitchen.

When you visit our demonstration again, perhaps the demonstrator will tell you all about her latest Welsh rarebit recipe—if you ask her.

Tea cakes will be baked in the electric oven today and served hot.

Roanoke Railway & Electric Co.

Don't fail to visit the daily exhibitions of electric cooking, heating and other household services at WATT, BETTER & CLAY, 10-12-14 A. M., 2-5-8 P. M.

Another Newspaper Ad. that Caught Public Fancy.

day, and we advertised just what would be demonstrated from day to day.

We employed two young lady demonstrators, and they were kept busy every day. The demonstrations were held between the hours of 10 and 11:30 A. M. and 3:30 and 5:30 P. M., and it often happened that people who had witnessed the morning demonstration would come back for that of the afternoon. One day we would demonstrate the cooking appliances; make coffee, bake tea biscuits, and so on. Another day it would be the electric laundry that would be put in full operation. Another, the electric chafing dish would be shown at work, and so on until we had demonstrated every piece of apparatus from the shaving mug to the electric oven. And besides these things chosen for the special demonstrations of the day, we had the elec-

tric flatiron and the sewing machine motor going at all times. We gave away bags of pop-corn, popped by electricity, to the children, and needless to say they were eager to have their mothers take them to the show again and again.

Our complete electric laundry probably attracted more attention than any other feature of the exhibition. Several families sent their weekly washing to us and it was washed, dried and ironed before the customer's eyes. The crowds were greatly astonished that all this could be done by electricity, and on laundering days the big department store would be thronged with people who came to see the wonder of it.

Now as to the results of all this endeavor: At the beginning of this exhibition and demonstration we had 100 electric flatirons in stock which we had carried for some time, and we



A General View of the Exhibition.

thought these would last us for a considerable while. However, at the end of the first three days of the exhibition every iron in stock had been put out on 30 days' trial and we had to rush an order for 100 more by express. That is only one item of several that surprised us. The results were far greater than we had imagined they would be. We had no idea of selling so much apparatus at first, but merely hoped simply to educate the public in the use of electrical appliances and then reap our harvest later on.

The direct results of the whole affair may be summarized about as follows in quantities of goods actually sold and paid for by the end of the exhibition:

250 Electric flatirons (including 3, 6, 8 and 12-pound irons.) ,

2 complete Electric Kitchen Outfits.

12 Coffee Percolators.

15 Sewing Machine Motors.

1 Shaving Mug.

8 Water Heaters of various sizes.

6 Cigar Lighters.

6 Chafing Dishes.

4 Cereal Cookers.

8 Disc Stoves.

1 Hair Dryer.

2 Curling-Iron Heaters.

And several other small individual pieces.

And this was only the beginning, for we continue to have frequent inquiry for electrical household apparatus of various kinds, from time to time put out a chafing dish, a coffee percolator, a cereal cooker, and so on, and now continue to send out two and three electric flatirons every day.

That's why we think we really had a first-class exhibition and demonstration—because it sold the goods.

THE SECRET OF SUCCESS.

Don't try to do it all. Get help.

Let no man assume that the management of an electric lighting business is an Easy Job. It isn't.

It is a Man's Size Job, requiring the skill and intimate knowledge in half-a-dozen directions, and on a thousand subjects. The Manager is not alone Manager, but Engineer, Construction Boss, Meter Expert, Contract Agent, Political Lobbyist and Advertising Man.

He must keep an equable balance between the Public and his Stockholders, putting money in the pocket of the one without robbing the other; betimes juggling his several jobs to the detriment of none.

It is No Cinch. And it is getting harder every year.

Don't try to do it all. Get help.

The truly Successful Man in this year of Grace is he who applies the brains of others to his advantage—who passes along the details and drudgery to those beneath him, in order that he may concentrate on bigger things,—who adopts and adapts the knowledge and experience of specialists in order that he may arrive at these bigger things in the minimum of time.

Don't try to do it all. Get help.

CAUSES OF MUNICIPAL OWNERSHIP

In this Series of Articles, an Expert on Municipal Affairs Analyses the Unrest Which Underlies Municipal Ownership Agitation.

By GLENN MARSTON

PART II—HIGH RATES

PROBABLY 99 per cent. of the electric light consumers of this country have been, at one time or another, dissatisfied with their bills. They look to municipal ownership to give them lower bills, just as they expect it to obviate all other difficulties for which they hold the corporation responsible.

Many municipal plants do sell current for less than many corporations, but the converse of the proposition is also true,—many corporations sell at lower rates than neighboring municipalities. Competitive rates cannot be considered as a factor in comparing rates between two cities. Companies where there is competition, practically never charge a rate at which a reasonable profit can be made. Advocates of municipal ownership often point to cities where there is municipal and private competition as showing at what low rates current can be sold. That argument can be turned back onto the man making it, for I know of no city engaging in an active competitive campaign that is not losing money. An analysis of the public reports issued by municipal plants shows the losses in many cases,



even though a profit may be claimed. Interest, bond payments, depreciation,—every item that can be omitted—is charged to some other account or department. In one instance a municipal superintendent went so far as to include only labor, fuel, and supplies in his cost report. Is

it strange that he showed a low cost?

A company may easily strengthen its case on the question of high rates by showing the losses footed by the public through taxes where a city gives low rates. It has often been shown that municipal waste exceeds the amount necessary to show a reasonable profit on a privately owned plant; therefore a municipal plant can not provide current to the customer for less than a company can without receiving aid from public funds that should be used for other purposes. Even though municipal rates are sometimes low, that fact is of little significance. Hundreds of towns in this country sell their current for less than it costs, the difference coming out of the taxes. One municipal plant in Wisconsin charges a low commercial rate and offsets the loss by a disproportionately high rate for street

lights. When anyone says that municipal light can be bought for less than corporation light, pin him down to individual examples.

Perhaps he will quote the case of Jacksonville, Florida, which charges a rate of seven cents per kilowatt hour for all service, regardless of quantity or time. That is lower than the usual rate for residence lighting, but how much power business could you get on that rate? There is always something wrong with these low municipal rates. In Jacksonville, the low rate is rendered useless to the small consumer by a minimum charge of \$2.00 per month. Show that to your kicker.

Those in the lighting business understand perfectly that rates may vary greatly even in neighboring cities, and yet each rate may be perfectly just. The trouble is that the public does not understand this—and it is the public that has the votes when you are up against a municipal ownership election. Did you ever hear anyone say that the Marshall Field or John Wanamaker stores should be taken over by the city simply because they charge more than The Fair or Siegel, Cooper & Company? And yet the people who would laugh at such a suggestion go gravely forward, talking about municipal ownership as a means of reducing rates—and occasionally of raising taxes, though this last is not mentioned in polite municipal ownership circles.

The secret of the rate problem, as well as all the other problems associated with public discontent, is to

reach an understanding with the people. Get their confidence. Explain the rates. Show how the lessened cost due to modern machinery is offset by increased wages. Show how it pays you to give the lowest rates because every decrease in rates means more than proportionate increase in business.

Every company must realise the necessity of cultivating cordial relations with the public. Yet how many companies use any part of their advertising space in showing the public what electricity is doing to save money—what an economic factor it is in the life of the city—what progress has been made in every industry, even housekeeping, since the introduction of electricity? Just because you know what a boon electricity is, don't think everybody looks at it from your standpoint. Don't think that everybody knows as much about your business as you do. You must do your part in bringing the public around to your view-point. Hammer it into them that you are working for their good as much as for your own.

See that you are not to blame if the public doesn't understand your rate system. Get before the public with your story in every possible manner. Make them take an interest in your business. The more friends you have, the more business you can get—and the way to make friends is through the newspapers. Talk about your rates. If they are high, show why. If they are low, make a point of it. Talk to the people and give them some idea of what it really means to run a central station.

A SUCCESSFUL WIRING SCHEME

How the Rockland Light and Power Company, Which Supplies Current to Eighteen Towns and Villages in Southern New York and Northern New Jersey, After Failing to Induce the Only Contractor in its Territory to Co-operate, is Gaining Residence Customers by Wiring Old Houses at Nominal Cost.

By G. W. HARRIS.

WHEN Mr. J. S. Kirkpatrick left the Brooklyn Edison Company to become business manager of the Rockland Light and Power Company, of Nyack, New York, he found an excellent field for the exploitation of new business getting methods. His predecessor had been a first-class technical man, but had lacked knowledge and experience in modern commercial tactics — and, too, his hands had been too full to permit him to give the time and thought necessary to the building up of an energetic and aggressive new business department.

The Rockland Light and Power Company supplies current to eighteen towns and villages in a suburban section of southeastern New York and northern New Jersey, the center of which is about thirty-five miles from New York City. Its generating plant is situated at Orangeburg, N. Y., its main office is at Nyack, N. Y., and it maintains district offices at Haverstraw, N. Y., Spring Valley, N. Y.,



J. S. Kirkpatrick.

and Closter, N. J. The company has about 200 miles of pole lines, but most of the towns covered are small — the largest of all having a population of only 10,000. In the whole territory, some 20 miles across, there are but two large manufacturing establishments. These are the brick yards at Haverstraw and vicinity and the company has made a good showing in these yards with motor installations of 75 h. p. and 140 h. p. respectively, demonstrating that it costs from two to four cents a thousand less to make brick by electricity than by the use of the old rattle-trap steam engines which the electric motors displaced. Also the company supplies current to a few farms situated directly on its lines for the operation of small motors used to run cream separators, churns, feed cutters and the like.

But the main chance which this company must cultivate for the increase of its business is the lighting

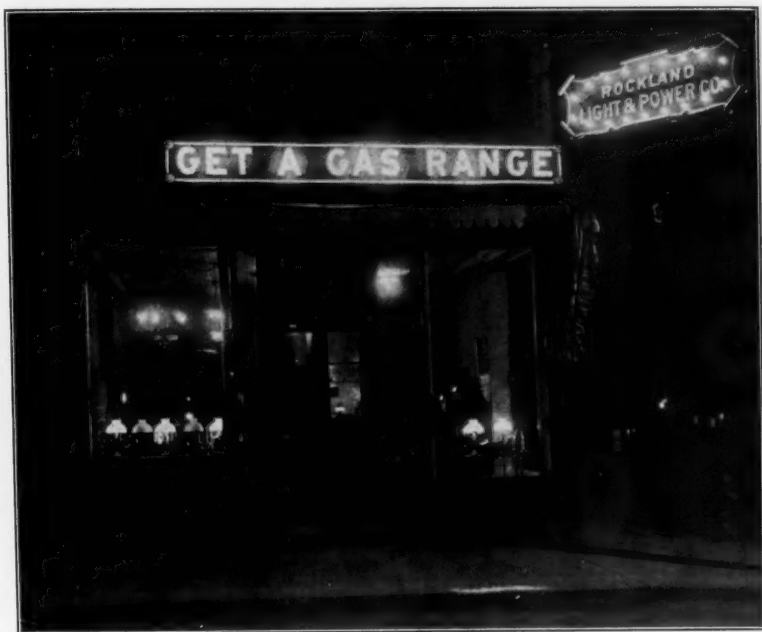
field. And inasmuch as each of the numerous towns it reaches is small and has only the average small town's little shops and stores, the commercial lighting field is less promising in the possibilities of extension than the residence lighting. It should be said further that the whole district is an old-settled, conservative neighborhood. The towns grow slowly, when they grow at all. Probably none of them all ever had a "boom" and it is not very likely that they ever will. Only a small number of new houses are built in any one of them in the course of a year. So, it will be seen, it is chiefly to the old houses that this company must turn to increase its sale of current.

Before Mr. Kirkpatrick took hold of the commercial department, sporadic efforts had been made in this direction from time to time, of course, but no systematic and continuous exertion to bring in this kind of business had ever been attempted. The new business manager saw at once that the wiring of old houses and thereby gaining new customers was one of the most important problems he had to grapple with. He also found that there was only one electrical contractor in the whole territory, and that this man employed only one helper and did most of the work himself. Effort was made to secure a co-operative agreement with this contractor, in order to make an attractively low price for his wiring to the prospective customer. But Mr. Contractor was too independent to co-operate with anybody, and furthermore he was too slow to satisfy the man who, when he finally decides that he wants electric light, wants it as quickly as he can get

it. It was soon evident that if the lighting company was to get any new customers through any sort of wiring inducement it would be necessary to look elsewhere for a man to do the wiring.

After trying for a few weeks an arrangement with a New York City contractor, whereby a flat rate was made for a certain number of outlets and lights, it was decided that the most satisfactory and practicable scheme from all points of view would be for the company to undertake the wiring itself. Accordingly, in order to avoid if possible any extra hazard or liability on the lighting company, a "Suburban Supply Company" was formed for the sole purpose of wiring old houses. Standards of outfit and price were hit upon. It was figured out that the wiring for nine outlets and 12 lights, concealed work, could be done for an average price of about \$50. In some cases possibly the company might lose \$5 or so at that price, but in other houses there would be the possibility of saving \$5 or \$6 on the job, so that in a series of a score or more of houses it would be likely to come out about even.

This scheme has been tried out in Nyack, where the company's main office is situated, sufficiently to demonstrate that it is a success in adding to the company's lists a goodly number of the best residence customers. A circular letter was sent out to a special list of prospects making a special offer to share the expense of wiring their houses, explaining the situation of the various lights to be installed, the switches and outlets, stating the price, and pointing out that "with current from any of these outlets you can



The Rockland Company's Nyack Office Has an Air of Progressiveness.

run an electric fan, or heat an electric flatiron or water boiler, coffee pot, chafing dish, or the like." A small advertisement also was inserted in the local papers. But for the most part the regular solicitors of the company were relied upon to bring in contracts on the wiring proposal. In the short period that has elapsed since this scheme was put into operation, only six weeks, the company has secured contracts to wire 12 houses, an average of two houses a week, and has thereby gained a round dozen good customers, whom in all probability it could not have obtained in any other way.

The results secured in this preliminary campaign in the one small town of Nyack have been altogether so gratifying that the company is convinced of the advisability of extending the scheme to the other towns in

which its service is already established. Speaking of the scheme and its successful operation, Mr. Kirkpatrick said:

"We adopted the idea primarily to give our solicitors something concrete to work on. Situated as we are, there was nothing, practically, but the same old general line of talk about the advantages of electricity in the home. The average solicitor knows next to nothing about wiring and of course is not able to estimate, off hand, the cost of wiring up any given house. In the old days if a prospect began to ask questions about wiring cost, the solicitor would answer that he would have to look it up, or he advised calling in a contractor to make estimates. By adopting this scheme of fixing a standard price for wiring old houses for a certain fixed number of lights—we do not estimate on any house,

and we do not wire any new houses, but look to the architect to see that such house is wired and in case the architect has not had it done and the owner comes to us we send him to the New York man who will estimate on the job—by adopting this scheme, I say, we give the solicitor a basis on which to work, enable him to tell the prospect at once the cost of wiring up and then go on and expatiate on the benefits of electricity. Another reason that led us to this move was that we had solved the gas problem in the same way, and found that it worked admirably. We operate the gas plant here in Nyack, and in two months we increased our gas business in old houses on our mains 10 per cent. simply by piping houses ourselves.

"We decided to do all wiring at as near cost as possible, since what we were after was to get the customer. We figured that a fair average cost would be about \$50—that if we wired up, say, 100 houses at \$50 we would come out whole; on some we might lose a little, but in others we would make a little, and it would all average up about even. We deal only with the owner, of course, in every case and contract to do the work on easy payments; 20 per cent. cash when the materials are laid down in the house,

and the balance in equal monthly installments.

"We also agree to put in the fixtures for \$10 additional. That means a set of cheap, but neat, fixtures. If the customer wants something better we send him to New York to buy just what he wants. And of course where a customer wants a bigger installation, more lights than our standard price provides for, we advise him to have the city contractor estimate on the job.

"We have been working on this scheme in our electrical department here in Nyack about six weeks, and we think we have been very successful in getting old houses on our lines—we have not sought any extensions. We have secured 12 houses so far, and all this means business that we couldn't get before. We had a list of prospective customers who were favorable to the use of electricity, but their homes were not wired and they had not reached the point of putting the wiring in, chiefly because the lack of knowledge of the cost.

"This result has been brought about practically by the work of one man. It is all in one small town, and we have had only one solicitor at work here. We are well satisfied, and it seems to me an interesting showing of what can be done."

THE CONSERVATIVE.

Whenever a new plan, a better method, a more efficient system is offered in any business, it is met with that palsied objection of the aged; "I've been in this business twenty years; I guess nobody can tell me how to run it."

MECHANICAL DETAILS OF ADVERTISING

A Series of Practical Articles on the Technical Side of the Ad Writer's Work. Type, Cuts and Paper; How to Know Them and Use Them to the Best Advantage.

PART I—TYPES

IT is not necessary that one should be a type-setter in order to write an advertisement, but a good understanding of the possibilities and limitations of types is very useful in getting the written ad into effective form for presentation to the public.

Printers are no better and no worse than other workmen. Lacking specific instructions, they will "set up" a job the easiest way, which is seldom the best way. And unless a style is given them, they will follow their own, which is seldom good. The ad writer may have a very definite mental picture of how he wishes the finished work to appear, but unless he has sufficient technical knowledge and practical grasp of names and usages to order the work done his way, and backbone to insist that his orders be carried out faithfully, he will too frequently see his most painstaking efforts as a writer reduced to a jumble of absurdities through the inability or carelessness of his compositor. Not only this, but he will find his printer's bills mounting skyward with overtime on corrections and alterations which could, for the most part, be avoided, were he even superficially familiar with the mechanical details of the "art preservative."

The most common cause for trouble between the writer and printer is in making the "copy" to fit the space which is allotted to it. It is a serious problem for the tyro to judge "within a row of apple trees" how much space any certain ad will take, or how much matter in a certain sized type will go on a specified size of page. This is of small consequence in bold display, where a few words are scattered over a large space, but when it comes to the laying out of a booklet or similar work, where certain parts are expected to fall within certain pages, the problem gets serious. In computing this, the following table will be found so nearly accurate as to permit its general adoption.

Size of Type.	Words to Sq. Inch.
18-Point (Great Primer), solid..	7
14-Point (English), solid.....	10
12-Point (Pica), solid.....	14
12-Point (Pica), leaded.....	11
11-Point (Small Pica), solid....	17
11-Point (Small Pica), leaded....	14
10-Point (Long Primer), solid...	21
10-Point (Long Primer), leaded..	16
9-Point (Bourgeois), solid	26
9-Point (Bourgeois), leaded.....	20
8-Point (Brevier), solid.....	30
8-Point (Brevier), leaded.....	21

It will be seen that the types in this table are designated both by the number of *points* and by name. The *Point System* is a system adopted within recent years to standardize

type sizes, each *point* being 1-72 of an inch. The names are the old nomenclature, now largely fallen into disuse except among printers of the old school. The point system may be briefly described as follows: The unit of type measurement is the *pica*, which is 12 points; the point being 1-72 of an inch and the pica, therefore, 1-6 of an inch. While theoretically there are types as small as one point,—that is, 1-72 of an inch high—in the ordinary shop nothing less than six-point will be found. The list of sizes, by name and point, from eight-point to eighteen-point, is given above; in addition there are:

20-Point. Paragon.
 24-Point. Double Pica.
 30-Point. Five-Line Nonpareil.
 36-Point. Double Great Primer.
 42-Point. Seven-Line Nonpareil.
 48-Point. Four-Line Pica.
 60-Point. Five-Line Pica.
 72-Point. Six-Line Pica. (A letter one inch high).

Metal type is now cast as large as 120-point, and wood type, cut in multiples of the pica, to much larger sizes. Such types, however, are used only in broadsides or posters and do not often fall under the eye of the man whose work does not include bill-board advertising.

A *series* of type is a complete assortment of all sizes of a certain *face*, or style of letter, but in very few series in the ordinary printing office will all the sizes here enumerated be found, chiefly because such fine gradations in size are unnecessary in practical work. The ordinary printer should have the 6, 8, 12, 18, 24 and 36 point sizes in the popular faces, with enough of the larger types to enable him to make good display.

Of type *faces*, by which is meant the

style or design of letter, there are as many as the stars. Styles change, and with the shift or improvement in taste come new type faces. In the days of the hair-cloth sofa and marble center table, there was an insistent demand for "something fancy." The most abominable "ornamental" faces were cut to supply this want, and many of them, unfortunately, are still being used in small print shops. The modern tendency, however, is toward simplicity, dignity and solidity. It is recognized that some of the early fonts of Roman types—notably those of Nicholas Jenson, 1470, and William Caslon, 1692-1766—cannot be excelled. They are to-day standard faces, and the latter, at least, is reproduced direct from the matrices of its master designer. New faces there are in abundance, but all which have achieved popularity in recent years are clean cut and dignified. The specimens on the following pages are good modern faces which can always be used to advantage by the ad writer seeking dignified display.

Having seen his copy placed in the

ADVERTISEMENT. The Reader is desired to take Notice, that the Press in Boston is so much under the aw of the Reverend Author whom we answer, and his Friends, that we could not obtain of the Printer there to Print the following Sheets, which is the only true Reason why we have sent the Copy so far for its Impression, and where it is printed with some Difficulty.

The "Harper" style. From the Central Type Foundry, St. Louis.

Specimen of "fancy" Type.

SPECIMENS OF TYPE FACES.

The following specimens show two types of early design Jenson and Caslon. The former is a modern refinement of the old letter; the latter is reproduced directly from Caslon's own matrices which were most fortunately preserved. Three modern faces are also shown, these being distinguished for the best qualities which characterize the types of to-day,—dignity, simplicity and solidity.

18-Point
JENSON

PACK MY BOX WITH FIVE
DOZEN LIQUOR JUGS. pack my
box with five dozen liquor jugs. 1 2
3 4 5 6 7 8 9 0

This phrase shows the entire alphabet of Jenson type.

18-Point
CASLON

PACK MY BOX WITH FIVE DOZEN
LIQUOR JUGS. pack my box with
five dozen liquor jugs. 1 2 3 4
5 6 7 8 9 0

Caslon type, the most perfect "lightface" ever produced.

24-Point
BOOKMAN

The TYPE of TODAY
IS "BOOKMAN," a
letter of great beauty.

12-Point
WINCHELL

THIS STYLE shows the characteristics of
"WINCHELL."

18-Point
CHELTENHAM

"CHELTENHAM" is another modern
letter, the MOST POPULAR of all.

To Be or Not to Be, That is the Question. A Word to the Wise, etc., etc.

Now Comes the Winter of Our Discontent. Never Too Late to Mend. 1 2 3 4 5 6 7 8 9 0

Old King Cole Was a Happy Old Soul.

Are you Using Electricity for Power and Light?

The Best Service is attained with Electricity.

Competition is the Life of Trade. It stimulates

The same principles which a salesman

The Newlyweds---Their Baby.

If the town clock stopped w

Above is "Series" of Cheltenham from Six-Point to Thirty-six-Point.

It ain't always the silver tongue that sells the most goods.
Too Many Cooks Spoil the Broth.

Some Clerks are always complaining about employers
Electric Signs Bring Business to the User.

How to Meet and Deal with Public Complaints

Co-operative Electrical Developme

The Central Station Manager

Let us Consider Eletric

I believe in Electric

The Great Wi

The Above is a "Series" of Winchell, Six-Point to Forty-eight Point.

printer's hands with careful instructions as to style and type, the next step for the ad man is to see the proofs. It is well not to take the responsibility of proof reading too lightly. Very few people have the knack of reading proof, and if one would avoid appearing foolish in the

derstandings. It is well to use them where possible, but in all cases of doubt, write revisions and corrections out in full. In any case demand a revised proof. To mark proof "O.K. with corrections" is to invite disaster. The following are proof-reader's marks and their significance:

HOLOFERNES ON PRONUNCIATION

I abhor such fantastical fantasies, such insociable and point-deuise companions; such rackers of orthography as to speak dout fine, when he should say doubt, det when he should pronounce debt — d-e-b-t, not d-e-t; he clepeth a calf, cauf; half, hauf; neighbour vocatur nebour, neigh abbreviated ne: this is abominable (which he would call acomplable); it insiguateth me of insigne. *Loose's Labour Lost.*

Another Horrible Example.

public eye, it is well to have several people read it for possible mistakes. Here again, a little technical knowledge will serve. The symbols used by printers to designate corrections to be made on proof are easy to learn and save both time and misun-

- x Change bad letter.
- o Turn over.
- Q Take out (dele).
- ^ Insert.
- o Period.
- ,/ Comma.
- o Colon.
- ;/ Semi-colon.
- ✓ Apostrophe.
- ✓ Quotation.
- ¶ Paragraph.
- No ¶ No paragraph.
- wr. Wrong font.
- st. Let it stand.
- tr. Transpose.
- Caps. Capital letters.
- l.c. Lower case or small letters.



THE GENTLE ART OF WAITING

BY EARLE E. WHITEHORNE.

EVERY solicitor should be a good waiter. No, I am not suggesting that you work nights in the dairy lunch. What I mean is that every solicitor should be a good waiter—should know how to wait.

Consider how much of the time of an electric light or power solicitor is spent in waiting for interviews. It probably amounts to as much as he spends with his prospects and customers. I dare say that one-fifth of his time may be charged to this item, while another fifth is spent with his man, and the rest on the road, in the office, etc. This reduces it to the basis of dollars and cents and prompts the question:

"Mr. Solicitor, do you understand the waiting proposition?"

One-fifth of your salary is paid you for waiting. Are you spending the time to advantage? What is your system? Are you wasting this time or are you employing it to advantage?

There is no reason why this fifth of your salary should go for nothing, and in order to utilize it, it isn't necessary

to carry a pocket checker board, or a copy of the *Ladies' Home Journal*, or to take up a correspondence course in kite flying.

Waiting can be divided into three: Waiting for Success, Waiting for Failure, and just plain ordinary aimless waiting for something to turn up.



Just Aimless Waiting.

The latter kind we need not discuss, for all you can say in its favor is that it rests you if you can keep your mind off your troubles. But whether you wait for success or for failure depends to a great extent on you; on your mental attitude toward waiting; on how you impress your man before you ever reach him.

The game is to know how to cool your heels in the outer office and still neither cool your ardor, worry your prospect nor place yourself in a false relative position through seeming to have nothing better to do than to hold down a chair.

One of the great secrets of doing business is to look busy. The man who goes into an office, sends in his card, waits outside for an hour or so, and then enters the inner sanctum half asleep, and looking like an inmate of the melancholia ward, might just as well have brought a hearse with him, for as far as his business is concerned, he will go out feet first, three friends on a side.

For the average normal business man takes no pleasure in keeping a man waiting. It gets on his nerves to have his outer office full of callers waiting their turn at his ear. He can not concentrate and give to the matters before him the full, calm, deliberate consideration that they may demand, when sub-consciously he knows that common decency bids him hear the men who sit silently cursing him a few feet beyond the inner door.

Of course, there is the other type, and unfortunately many of him. He is the man who likes to play jailer, and keep you waiting as long as he can before turning you away. He likes to look busy too, but without personal effort. He likes to see callers gather round; it makes him feel good; it tickles his pride, and so he lolls back and shoots smoke rings at the ceiling while the clock ticks loud outside.

I remember one case which made a great impression on me. The Vice President in an office where I was boy had this characteristic abnormally de-

veloped. He was a fine, dignified, handsome, old chap, talked in very deliberate brainy way, and was an ideal embodiment of the Commanding presence. He would sit at his desk while four or five callers hunted easy positions on the brass rail outside, awaiting his august pleasure. The V. P. would sit there with his brow wrinkled, apparently oblivious to their presence, and he was never known to give an interview until the caller had lost a sufficient amount of his self-respect to bring him to the proper condition of humility.

We used to wonder what the great thoughts were that passed through that massive brain, until one day I peered over his shoulder and discovered him slowly, deliberately, meditatively picking out from a menu the dishes which the French waiter from a neighboring cafe was to serve him at his desk for luncheon!

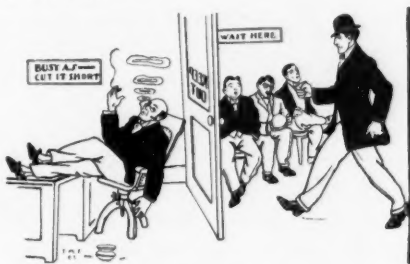
You have your living to make, Mr. Solicitor, and your work to do, and there are not many hours in a day. Can you afford to drape the brass rail? Can you conscientiously continue to spend those hours in strange, though perhaps comfortable, chairs? Save the day dreams for evenings and Sunday.

Look busy, act busy, be busy,—just about as busy as the man you call on. Each hour of your time is worth just so much real money to your employer. Don't throw it away any more than you would loose change.

Remember this—no one else is going to take you seriously until they see that you are serious. You can't expect a man to value your time very highly, if you are willing to waste it freely. If you are willing to throw

away half a day, waiting for fifteen minutes of his ear, it makes you appear rather a cheap man, doesn't it? And cheap men seldom call on important missions. See the point?

I know a young chap—a light solicitor,—whose waiting system I have studied. He doesn't wait at all. That is, he sits down long enough to show the proper amount of courtesy, but if too many minutes fly by, and there are no signs of hope, he does one of two things: He "pulls out" or he "butts in" according to the man and his errand.



Butts Right In.

This sounds simple but it isn't. In the first place, he looks excessively busy, he approaches a man with the

air of one whose business is important and whose train is about to leave. He hustles but still he shows just a trifle more respect for his prospect's time than for his own. His motto is, "Don't wait. It wears the keen edge off your argument. It worries your man." So he uses his head, and steps around the corner and gets him on the telephone, or he gets word in for a definite appointment, or he takes his hard nerve in his two hands and butts right in. He is small and light-haired, but he looks busy. He wastes no time in preamble, he makes no comment on the weather, he hasn't time. He respects the value of his prospect's time and shows it, but it is always apparent that he feels this same amount of regard for his own time. He refuses to sun himself in strange windows.

That is the attitude. Your business is legitimate. You have an honest reason for calling on your man. See him. Waiting worries him, and wears you. Cut it out.

TRICKS OF THE TRADE

Some of the Devices the Clever Business Getter Must Employ to Close Contracts. Two Incidents Taken from Actual Experience of Power Solicitors.

THE SECOND-HAND DEALER'S STUFFED CLUB.

THE second-hand motor and machinery dealer has a good many tricks to play. Here is one that was spoiled—temporarily.

A manufacturer in a certain city of the south bought a 25 h. p., 500 v., d. c. motor and gave a contract to one of the central station solicitors to supply power for same. Upon investigation it was

found the company could not supply this class of current except at prohibitive expense and the manufacturer was so notified. He thereupon went to the second-hand dealer to secure a cancellation of his motor contract, but the latter, not having a suitable a. c. motor, would not allow him this privilege. "If you can't get the company to supply you with the right current," he said, "I will do this

much: I will take the motor back in exchange for a gas engine. It is very evident that the lighting company doesn't want to do the right thing."

It is not known just what further arguments he used, but it was plain that the second-hand man did not propose to lose the sale of the d. c. motor—much preferring to see the company lose a good power customer.

As the gas engine deal was about to be closed, another solicitor of the company was put on the case and immediately cast about to find some way



Calling Off the Machinery Man.

of calling off the machinery man. He succeeded in finding a mutual friend through whose efforts a three-cornered arrangement was made whereby the manufacturer bought an a. c. motor and became a customer of the lighting company while the latter agreed to find a purchaser of the second-hand motor.

LOAD FACTOR IS COST FACTOR

WE are just starting to work on our power business. Invariably when I go to talk electric power a man will say, "Well, I have a 20 h. p. engine here doing my work, and if you can run my shop cheaper by a motor or motors alright, but what would it cost me to run a 20 h. p. motor 10 hours every day for a month?"

If the salesman should answer that question truthfully he would have to figure at about $1\frac{1}{2}$ cents per kwh. to beat the average up-to-date steam plant, so he must avoid it or point out just what I am going to illustrate. And I may say here that I am not writing this for the man who knows it all, but for our younger brothers who have something yet to learn.

There are very few businesses in which the full power load is on throughout the day, and the proportion of average load to full load is what is termed the "load factor." I believe a lack of understanding of this point by solicitors is the cause a great many shops are not run by current. The solicitor knows but fails to realize that, as the load varies, the meter runs faster or slower in direct ratio with the fluctuation of the load and that, in the case of the individual drive, when the machine stops the cost of running also stops.

The other day the writer was talking with the manager of a planing mill who said he was running a 30 h.p. engine in his mill at a cost of \$25 per horse power per year. He wanted to know the cost of driving a 30 h. p. motor the same time he was running his engine. I figured it out to him allowing a load factor of 25 per cent. and he at first would not admit that his engine had less than thirty horse power load all the time, but being a very reasonable man I was soon able to show him that the percentage of full load to average load in his case was low. Knowing that it cost him nearly as much to drive his engine at half load as it did with full load, he had a hard time to understand how a motor was going to take ad-

vantage of the fluctuations of load. By going into the matter thoroughly I demonstrated not only the economy of electric drive with one motor but the greater economy of individual motors and sold him seven motors of a total of 37 h. p.

Here are just a few cases of what I have found load factors to be in different lines of work.

1. In medium-sized planing mills the load factor rarely goes above 25 per cent. unless a shaving exhaustor is used in which case it may rise as high as 50 per cent.

2. In feed mills it will average about 20 to 30 per cent., but when operated with a flour making department it may go as high as 70 per cent.

3. In machine shops it rarely goes over 33 per cent. except in cases where

a certain product is manufactured in quantity and the different machines are constantly in use, doing the same kind of work all day and every day.

4. In silk-throwing mills the load factor will be close to 90 per cent.; in silk weaving and woolen weaving the factor in the weave room will be about 75 per cent.

5. Mine-hoisting as a general rule has a very low load factor. In some cases I have seen it as low as 15 per cent., whereas a mine fan or pump generally has a factor of practically 10 per cent.

I cannot help but feel that failure to realize the low load factor is one reason why central stations, especially in the East, are not getting more power business.—*Roy A. McGregor, Com. Agt., Wyoming Valley Gas & Electric Co., Plymouth, Pa.*



DOES THE RETURN POST CARD PAY?

The Answer Provided by the Experience of Half a Dozen Representative
Lighting Companies.

THE practice of sending out return post cards in advertising letters and folders distributed to customers and prospects is followed by many central stations and the use of such cards appears to be growing—both increasing in frequency on the part of the concerns that have used the cards before, and also spreading to

others which are now trying the scheme for the first time. To the latter class and probably to a still larger class which has never adopted the practice, it should be of no small interest to know whether it is good—whether the return post card pays, and if so how well it pays.

To be sure the increasing use of the return cards on the part of certain

central stations which have been following the practice for several months, or even years, would indicate that the managers of such establishments are satisfied with the returns secured and convinced that it does pay to use the cards. But then the questions arise: What sort of companies are these? What kind of customers do they serve? In what kind of field do they operate? If the cards pay in New York, Philadelphia or Chicago, would the same be true in Paducah or San Luis Obispo? In short, just where, and when, and how, and how well may the return post card be counted on to pay the company using it for the trouble and cost of putting it out?

With the idea of getting a line for the formulation of an intelligent and trustworthy answer to the general question thus propounded, seven fairly representative electric light companies situated in various parts of the country were interrogated as to their own experience with the use of return cards. The questions put to them covered the stamping of the cards, whether the expense of attaching stamps is out of proportion to the increased returns secured by stamping, the percentage of cards returned (both stamped and unstamped, roughly estimated), the percentage of returned cards that lead to immediate business, and any general views on this detail of advertising work.

Here are the answers:

Mr. Howard K. Mohr, Advertising Manager, Commercial Department of the Philadelphia Electric Company, Philadelphia:—

"We use a return feature in every

piece of mailing matter which leaves this office.

"All novelty mailing folders contain the reply feature, without postage. The advertising letters sometimes contain a government postcard, and at other times merely an addressed mailing card without postage.

"The matter of using stamped return cards or unstamped return cards should be determined by the nature of the communication. Roughly speaking, I should say that the average advertising proposition will receive as high a proportion of replies from the unstamped cards as from the stamped cards. On the theory that if the proposition is of interest, and is not being replied to merely out of curiosity, the party replying is quite willing to affix the stamp. Opposed to this is, of course, the theory that the enclosure of a stamped card places the recipient under obligation to make some sort of reply. I have tried to test this, and upon several occasions have used half stamped cards and half unstamped return cards; the proportion of replies received being about equally divided. My opinion of the best method is to use the stamped return card in all cases where you have disguised your advertising proposition in such a manner as to *make it an object* for the recipient to reply, and request the courtesy of a reply upon the strength of the expense you have gone to in enclosing the stamped card. It seems to me that the constant use of a stamped card is a mistake, upon the theory that familiarity breeds contempt.

"Upon special propositions, as outlined above, replies from stamped

cards have upon occasions run as high as 10 per cent.

"On the average proposition, from one to three per cent.

"As to the business secured by means of the cards, I should say that very few replies lead to immediate business. It is, of course, true that some people receive advertising at the moment that they are thinking about signing a contract for light or power and a reply from them leads to immediate business, but the electricity proposition is not one of immediate business as a rule, and requires considerable soliciting work after the work of the advertising department has resulted in an inquiry.

"My theory regarding the including of a return feature in all direct by mail advertising is sufficiently outlined above. I consider it most

important that the recipient of advertising matter should always have a convenient method of reply at hand, so that if the advertising matter has reached him at the psychological moment it cannot help but be effective. In addition to this the return feature is of great assistance to the advertising department in determining, with some degree of accuracy, the direct results of the work done by the department."

Mr. D. H. Howard, Advertising Department of the Chicago Edison Company, Chicago.

"We use return post cards and postal cards very extensively in our direct-by-mail advertising literature. It all depends upon the nature of our communication whether we use post cards of postal cards.

"Whether or not the expense of



Some of the Striking Cards used by various Companies to pull replies.

attaching stamps is out of proportion to the increased returns secured by stamping our reply cards depends wholly upon the proposition which we are exploiting. For instance, we have recently mailed 25,000 circulars to residence customers of the Edison and Commonwealth Companies exploiting electric irons. Out of this number of names the percentage of customers who are in a position or care to use electric flat irons is so low that it would not have paid us in this instance to enclose regular postal cards. The circulars make it easier for our special flat iron solicitors to gain audience whether a reply is sent in on a postal or not. We believe that anyone who is sufficiently interested in obtaining an electric flat iron would gladly part with a one cent stamp to have an iron sent to his house on free trial.

"Regarding the percentage of stamped cards, also of unstamped cards that are returned, this also depends upon the proposition that is being exploited. We have had returns on postal cards amounting to 90 per cent. of the number sent out originally, but you can rest assured that in this instance the sending in of the card by the customer did not carry with it any great obligation.

"With reference to the percentage of return cards that lead to immediate business, in some cases the percentage is high, and in others decidedly low. For instance, the percentage of replies from which business was obtained in the case of flat irons has been very good, possibly 85 per cent. In the case of special portable lamps, on nearly all replies received the business has been closed.

Again, in the case of wiring old houses, for instance, the business usually comes slow if at all, but nearly everyone circularized shows sufficient interest to ask for figures.

"Summarizing, we would say that whether a post card or postal card should be sent with circular material should be decided by the nature of the business or branch of the business that is being pushed. We usually enclose a neatly printed post card in preference to the Uncle Sam variety, as the cost is much cheaper and the results from a business standpoint are practically equal. We have found this to be true when we have sent out regular postal cards. The returns would probably be greater, but a large percentage of the people use postal cards to tell us that they are not in a position to entertain our proposition at the present moment, or use the postal cards to seek information pertaining to some other branch of the business. There are cases, however, when a postal card enclosed is indispensable."

Mr. E. R. Davenport, Sales Agent of the Narragansett Electric Lighting Company, Providence, R. I.

"We occasionally use return post cards in advertising letters and folders, and we use them both ways, stamped and unstamped. We do not believe the increased cost of attaching the stamps is out of proportion to the increased returns secured by stamping. Roughly about five per cent. of the stamped cards are returned and about one-half per cent. of the unstamped cards. I should say, off hand, that about four per cent. of the cards returned lead to immediate business."

Miss Frances Nelson, under whose direct supervision falls much of the follow-up work of the Public Service Corporation of New Jersey.

"We have made it a rule in all of our Advertising Campaigns never to send out a letter that does not carry with it a post card. It is only occasionally, however, that we follow this same line in our Special Folders.

"Of these post cards, the majority are sent unstamped. An occasional letter of exceptional character has carried a stamped card; but the percentage of returns while perhaps larger, might be traced quite as fairly to the specific copy as to the extra postage.

"In our extended and divided territory, it is difficult to come to a correct estimate as to the percentage of the cards returned. Of the cards which do come back, perhaps 25 per cent. are negative, but this does not disconcert us as reasons are usually given and sales sometimes result even from this class of answers.

"Practically all returns requesting information are productive of either immediate or future business. Then, too, as a means of keeping our follow-up lists in good conditions this is a great assistance.

"As a general proposition we consider the post card decidedly valuable. Without impairing the value of the personal letter it frequently enables us to give a good reproduction of the article in question, or better still, the picture of an attractive application of same, without spoiling the effect of the letter by a multitude of enclosures.

"This is in itself a good accessory reason for the use of a post card.

"We have not discovered that peo-

ple return these cards simply out of curiosity. They generally mean business.

"We consider this matter of sufficient importance, to give it careful thought and consideration and we do not deem it good policy to send an identical card to the same list twice.

"With this, as in all our follow-up advertising, we think variety is worth the while spent to secure it."

Mr. F. M. Tait, General Manager of the Dayton Lighting Company, Dayton, Ohio:—

"We use return post cards. We stamp some and omit stamps on others, depending on the character of the business solicited.

"We believe that the percentage of returns from attaching stamps is largely governed by the class of business solicited. Approximately 20 per cent. of the stamped cards are returned and 12 or 15 per cent. of the unstamped cards.

"I believe five per cent. of the returned cards lead to immediate business.

"We believe in the use of return post cards not necessarily because the percentage of returns is high, but because it gives us a check on the approximate effectiveness of our advertising matter."

Mr. H. J. Gille, Contract Agent of the Minneapolis General Electric Company, Minneapolis:—

"We use postal cards. We do not believe it pays. Have no definite information as to percentage of returns, but it is very small. Think return postals are a waste of good money."

Advertising Manager of the Union Electric Light and Power Company, St. Louis:—

"We use return cards. We stamp such cards only when special information is desired in connection with something that in our estimation is of importance equal to the customer and ourselves, for general purposes postal cards and stamped envelopes are not used—they are too expensive.

"In one instance only where information was asked of the owners of automobiles; giving the manufacturer's name, whether electric, gasoline or steam, the percentage of replies was about 60 per cent.

"Roughly estimated otherwise the immediate returns from stamped cards do not exceed five per cent.

"The immediate returns from unstamped cards rarely exceed five per cent. of those sent out.

"We estimate roughly that one-half of the postal cards returned result in business.

"Under no circumstances do we send out form letters of any kind without a return card of some kind. To make a success of direct by mail letters it is imperative that the customer be given every facility for acting on the spur of the moment and while under the influence the letter may make. While the percentage of returned postals and other cards seems low, the effect otherwise is good."

Does the return post card pay?

From the above extremely interesting, specific and detailed answers the reader can form only one opinion: it certainly does pay, there can be no doubt about it.

As to how well it pays—the practical tests show returns as widely diversified as the various branches of the business advertised, or as varied

as the advertising literature itself which is used to extend those branches. But by a little study of the above letters, and of the post cards and the advertising matter sent out with the cards, it is possible to summarize the information thus gathered and to present the facts in concise and easily understandable form.

First, in order to be sure of paying results from the use of return post cards, your offer to the customer or prospect must be a *bona fide* offer of something worth while and the inducement held out must be worthy of serious consideration on his part. Of course the intrinsic worth of the proposition itself will bring some return in any intelligent community. But beyond that there are two factors that will determine the percentage of returns obtained. The first is the nature of the proposition—how much of a real bargain the offer is—and the second is the nature of the advertising used, the kind of "copy."

And viewed purely as an advertising scheme, which the use of return post cards is—it cannot be classed in any other category—the second of these factors is really more important than the first. The kind of "copy" is all-important in determining the percentage of results obtained.

If you have a proposition that you yourself believe in, you must show the man you are after that you believe in it and you must make him believe in it. In reality you may have the best bargain that ever was offered in the history of central station business, but your prospective customer does not know that. He has no familiarity with the subject in

which you have specialized. He does not understand its complex and multifarious ramifications, and does not want to. Perhaps he does not even understand that electricity can be measured by meter. Your task is to make him understand so much as is necessary for your present purpose, only that. You must show him that what you offer is to perform a signal service for *him*. To be successful you must appeal to his interest. And if at the same time you can appeal to his intelligence, so much the better—but in this connection it is best to avoid so far as possible the use of technical terms, which serve only to confuse the average man and alienate his interest instead of stimulating it.

Your "copy" should be dignified without being heavy; should be interesting without being sensational; should be concise, plain, energetic

and straightforward, without waste of words and without flippancy. Be in earnest about it, but don't waste the other fellow's time. Which is to say, make your "copy" so interesting that he will feel that his time has not been wasted in the reading of it.

That is the kind of "copy" that brings returns of 85, 90, and even 100 per cent. of the cards sent in.

If you cannot prepare the right kind of "copy" yourself, put the work in the hands of somebody who can.

Don't go into the scheme in a half-hearted, doubting way. Don't send out a lot of slipshod, or sensational, or unattractive copy and then denounce the whole scheme as a failure and a waste of money.

For, *with the right kind of copy* it has been abundantly demonstrated that the return post card pays handsomely.

THE MONTH IN THE FIELD

News Items of Interest to Central Station Business-Getters.

N. E. L. A. BULLETIN

The "N. E. L. A. Bulletin, Vol. I, No. 1, has made its appearance bearing date of August, 1907, and the sub-title "Bulletin and Question Box of the National Electric Light Association." It is a neat little eight-page folder, of which four pages are devoted to the Question Box and one page to the list of officers and committees of the association. For the rest there are the introductory "Announcement," a plea "To the Individual Member" for co-operation in increasing the membership and otherwise helping the association, and "A Mis-statement Corrected" by W. H. Blood, Jr., the Insurance Expert of the association.

This salutatory says that this new departure of the N. E. L. A. is undertaken in the hope of accomplishing several objects simultaneously. By making the Question Box a part of a monthly bulletin it is hoped that this department will become a live and active part of the association work, and that answers will be furnished promptly. "In addition to the Question Box," says the Announcement, "there are many other matters of great interest to members which can be handled at the same time, and at little, if any, additional cost. Some of these matters have been taken care of in the past by circular letter from this office, or by the chairman of a committee, while many others have been

omitted from lack of ready means of handling them, or perhaps because the item alone did not appear to warrant a special circular. With the columns of this little publication open to committees or to individual members having matters of interest to the membership at large, there should be ample opportunity for the dissemination of useful information among members."

The "Bulletin" will be published regularly about the 15th of each month. Communications for its columns must be received at the offices of the association not later than the first of the month.

Publication of the Question Box of the National Association in monthly installments is certainly a big improvement over the old method of publication once a year, whereby it often happened that answers would fail to reach the questioner until after they had ceased to be of any importance or value to him. And the opportunity thus provided to keep the whole membership in constant touch with the work and efforts of the officers and committees is not likely to be neglected. The issuing of such a publication is a sign of progress. Success to it, and more success to the N. E. L. A.

STANDARD SYMBOLS FOR WIRING PLANS

The National Electrical Contractors' Association announces that since the first edition of its chart of standard symbols for wiring plans was sent out there has been a change in the symbols for center and bracket outlets, and symbols for indicating gas only outlets have been added. Also under the heading "Suggestions" standard heights of wall outlets have been enumerated. These changes and additions were made at the instance of the American Institute of Architects.

These standard symbols as promulgated by the National Electrical Contractors' Association have now been adopted by the American Institute of Architects, the Supervising Architects' Office of the United States, the Quartermaster General's Office of the United States Army, several municipal departments, many technical institutions, and many prominent architects and

engineers. In sending out the revised chart containing the above mentioned changes in the symbols, the National Contractors' Association says:

"We are informed that the use of these symbols has become quite universal, and are confident that with the recent endorsement of the American Institute of Architects and the Government Departments preparing wiring plans the success of the symbols is assured.

"However, to make the standardization complete it is necessary that everybody making wiring plans make use of the symbols. We fully realize that the adoption of the system will entail some inconvenience at first, and individual systems will have to be sacrificed, but we believe that you will agree with us that the benefit obtained by the standardization is worth the sacrifice and trouble."

As SELLING ELECTRICITY pointed out last January when it reproduced the complete chart of the chosen characters, these standard symbols are deserving of the widest publicity. The value of such standardization, in the direction of preventing confusion and mistakes of many kinds, can hardly be overestimated.

Copies of the standard symbols chart in the shape of a convenient wall hanger, or of specification sheets containing all the symbols, may be had from Mr. W. H. Morton, Secretary of the National Electrical Contractors' Association, No. 94 Genesee Street, Utica, N. Y.

OFF-PEAK POWER RATES

The Houghton County Electric Light Company, one of the Stone and Webster properties, has adopted the plan of giving very favorable rates upon power with proviso that the customer shall keep off the peak. This special rate varies between seven and 1.85 cents per kwh., with a minimum of 50 cents per h. p. connected per month. Customers agree to keep off the wires between 5 and 11 P. M. during the four winter months, and between 7 and 11 P. M. the remainder of the year. Should a customer wish a 24-hour service, he is required to pay \$18.00 per h. p. per year in addition to the meter charge.

PREVENTING ACCIDENTS BY ADVERTISING

Since the beginning of the present year the Omaha and Council Bluffs Street Railway Company has been carrying on a novel advertising campaign in the daily newspapers of Omaha to lessen the number of accidents to passengers and employees, and the managers of the company express themselves as being convinced that it is proving almost as effective as it is novel. Not only has the frequency of accidents been reduced materially, but also the number of damage suits against the company has decreased accordingly. In January the company established a department for the prevention of accidents. After trying lectures and posting warning notices and photographic instructions in the cars this department came to the conclusion that a better way would be to advertise in the daily newspapers. When an accident happened full details were printed, together with an explanation of how it could have been avoided. Besides that a regular space was taken, averaging two columns wide and four inches deep, and in this a systematic course of instruction for both sexes on the art of getting on and off street cars was published. Other advertisements occasionally printed warned the public against attempting to cross a street behind a car without making sure that another car was not coming in the opposite direction on a parallel track; cautioning people to wait until a car stops before getting on or off, and so on. At present an ad is running calling on the public to assist the company in preventing

accidents. This is reproduced herewith.

Speaking of the results from this kind of advertising, Mr. R. A. Leussler, the assistant general manager of the Omaha company, says: "Although there is no telling just what percentage of accidents our advertising has saved, as we have always been educating our men into using greater care, we believe the result has been beneficial. We have not only reduced accidents, but have also created a better feeling on the part of the public towards us."

Truly the field for the application of advertising is unlimited, and there appears to be no end to the number of things that can be accomplished by the judicious application of advertising of the right kind handled in the right way.

The lesson from the experience of the Omaha company is plain not only for other street railway companies but as well for central stations—for, electric lighting companies are not always free from accidents that might be prevented.



ELECTRIC SIGNS FOR POLICE STATIONS

The dingy old Green Light as a distinctive and distinguishing after-dark sign for the American police station is a failure. Nine out of every ten city dwellers throughout this broad land in the ordinary routine of their daily lives have no intercourse with the police department, and no occasion to bother their heads

OUR MOTORMEN

Are required to exercise care at all times to avoid collision with vehicles, and we earnestly request drivers of vehicles and chauffeurs to use caution when crossing or driving along street car tracks, to the end that there may be no collisions.

Assist Us in Preventing Accidents.

**Omaha & Council Bluffs Street
Railway Company**

much about its workings. Nevertheless, every good citizen who does have occasion to walk abroad at night, especially, should know exactly where the nearest police station is and how to reach it in the quickest possible time and by the shortest possible route, and furthermore should be able to recognize immediately and from as far off as it can be seen any police station in his town—or for that matter in any American town where business or pleasure may take him. This of course can be made possible only by the help of the municipality. The dingy old Green Light does not give that help. Usually only a dim, flickering, little gas flame of poor quality, this is shrouded by a semi-opaque green globe which minimizes the amount of light to about the glow worm standard and can be seen just about as far as the effulgence of that useful little creature. And as a distinguishing mark in daylight the dull green globe is even less effective. Neither by day nor by night does it give the citizen the light he is entitled to.

Wide awake and progressive American cities are coming to realize this more and more, and in casting about for something better are coming to realize another thing, namely that the best possible sign for the police station is the electric sign. And herein is a broadening field for the central station business getter to get next to the city administration. The field is a large one, for as yet comparatively few municipalities have supplanted the dingy old Green Light with the modern electric sign.

One of the best modern police station electric signs that we have seen is that now in use in the hustling little city of Rockford, Illinois, a photograph of which is reproduced herewith. The supplying of current for these signs is a nice little item in the income of the Rockford Edison Company, of which Mr. W. B. Johnson is the New Business Department Manager.

J. EGBERT PETERS MOVES

Mr. J. Egbert Peters, formerly general agent of the New York and Queens Electric Light & Power Company, is now the general sales agent of signs for the Metropolitan Engineering Company, of New York.

BROOKLYN EDISON AND CONTRACTORS DINE

Mr. W. W. Freeman of the Edison Electric Illuminating Company, of Brooklyn, entertained the electrical contractors of that city at the Brighton Beach Hotel, August 30th. The occasion was a get-together banquet and co-operation was the theme most constantly reverted to in speeches by Messrs. Freeman, James R. Strong, E. J. Theimer, C. A. Christenson, and others of the guests and company officers.

BOILER EXPLOSION STATISTICS.

In the recent issue of *Electric City* appear some figures on boiler explosions which should put the fear of steam plants into the hearts of the owners thereof, or of prospective purchasers. While negative argument is not good salesmanship, there are times when it can be employed at the critical moment to clinch a contract. Here are the figures:

January	42	28	11
February	50	28	36
March	35	22	31

The financial loss incident to these 127 accidents is not estimated, but it is reasonable to presume that it was considerable. To impress upon a man the terrible truth that the owner of such a plant is directly, if not legally, responsible for fatalities which may occur in connection with possible accidents is a far more final argument however. Here we have 127 owners of steam plants responsible for 78 deaths and 78 serious injuries. It is a rather terrifying prospect to consider and makes a strong, though gruesome argument.

ESTABLISHES NEW BUSINESS DEPARTMENT.

The Beaumont Ice, Light and Refrigerating Company, of Beaumont, Texas, which as its name indicates, operates an ice making and refrigerating plant as well as an electric lighting plant, has just established a New Business Department with J. C. Mow, Jr., in charge. Mr. Mow reports that good progress has been made in the first month of the new department's existence; and the Beaumont company, which was established in 1888, may be said to have started auspiciously on a new career of business getting.

IDEAS FROM EVERYWHERE

The Best Thoughts on Business-Getting Abstracted from the Electrical Press and Business Magazines

The following Exchanges are being carefully watched for business-getting
ideas worthy of reproduction

Central Station
Electrocraft
Electrical Age
Electrical Review
Electric Traction Weekly
Electrical World
Western Electrician

Brains
Business Man's Magazine
Inland Printer
Judicious Advertising
Profitable Advertising
Salesmanship
System

Gas Light Journal
Journal of Electricity
Light
Progressive Age
Public Service
Street Railway Journal
Signs of the Times

PROGRESSIVE AGE

The Dangers of Acetylene

An editorial on the subject of "Gas Explosions" in the *Progressive Age* for August 15th, should furnish a stiff argument for the man who is bucking acetylene and other private gas plants.

After taking cognizance of what the editor terms, "A mild epidemic of gas explosions," and pointing out the danger of introducing an open flame into an enclosed space in which gas has accumulated, the article continues:



"When a manufacturer's representative puts a gas machine in a cellar and the insurance company permits it, they are knowingly putting it where it will do the most harm. They are planting a bomb under the feet of the householder and deceiving him in regard to its dangers for the sake of making a sale. They would not give the care of an infernal machine to a servant or to children but they allow them to approach a gas machine with matches, candles, or lamps until some day someone forgets to do something and lives and property are lost.

"The one who is responsible is the one who makes disaster possible, knowing at the same time he is doing so. It is not a

pleasant prospect for a gas man to contemplate while he is introducing such a danger into a peaceful home, when he thinks that by the thoughtless act of some one of them, this home may be converted instantly into shattered timber, ashes and burning human agony."

Coming from a journal admittedly the organ of gas interests, the above is most significant. It shatters at a stroke the contention of the gas plant salesman that these outfits are safe. Nothing is safe which, through ignorance of those handling it, may become unsafe. And if acetylene plants require experts to operate them, they fall far short of the claims of the salesman whose anxiety to do business leads them to jeopardize the lives and property of their customers.

ELECTRICAL REVIEW

Electric Arc vs. Gas Arc

About the worst way to try to sell goods is by decrying a competitor. Mr. E. A. Creed, whose article (evidently a paper delivered before some body of central station solicitors) occupies almost three pages in the *Electrical Review*, this point is pretty thoroughly lost sight of. The evils of the gas arc are set forth at length; the unreliability of the gas company solicitor are enlarged upon. "Slick gentlemen," Mr. Creed calls these last "They won't keep their promises."

While the article has some data of value to the electric light solicitor, its spirit is not the clean-cut conservative spirit of the successful salesman.—*Electrical Review*, August 10th, 1907.

THE JOURNAL OF ELECTRICITY, POWER AND GAS.

On Using Good English

Mr. John Lyle Harrington offers a new thought when he speaks on "The Value of English to the Technical Man." It is a subject too little insisted upon in view of its immense importance, not alone to the technical man, though he has especial need of wide and accurate knowledge of words in his work of writing specifications and in his professional conversation, but also to the commercial man upon whose clearness of expression depends in no small measure his success as a business getter. Says Mr. Harrington:

"The style of the discourse must be pleasing and suited to the object. Especially for the technical man's purpose, it should be crisp and clear. Short words of English origin are invariably stronger and more rugged than their longer and more elegant synonyms which are derived from the Latin or Greek; hence their use is nearly always to be preferred except where the subject matter is abstruse or where nice distinctions in meaning are important.—*Journal of Electricity, Power and Gas*, August 3, 1907.

AMERICAN GAS LIGHT JOURNAL

Motor Cars and Street Lighting

Someone signing himself, after the English fashion, "Engineer," points out that the motor car is responsible for a large improvement in street lighting, and that the lighting of the garage is now an important matter owing to the night touring which is fast becoming popular. The article describes a number of methods of gas and acetylene lighting adaptable to garage lighting. If this class of business is becoming as common as this article would lead us to believe, central station solicitors should look into it. There is no comparison between any open flame and electricity for this lighting, for in a place such as a garage where gasoline and other inflammables are in constant use, safety is the prime consideration.—*American Gas Light Journal*, August 12, 1907.

NATIONAL ELECTRICAL CONTRACTOR.

Accounting System for Contractors

The importance of adequate accounting methods for electrical contractors (or for

lighting companies maintaining wiring or contracting departments has led to a series of very excellent papers on this subject by Mr. Arthur Frantzen. While the system described is somewhat elaborate, it should be of extreme value to the careful student. The over-elaboration will, without doubt, lead many who particularly need such assistance as Mr. Frantzen can give, to push aside the articles as dealing with problems above their heads. The contractor whose business has attained such proportions as to require elaborate



accounting methods already has a first-class book-keeper and will therefore not require the assistance offered, and the small man will want something simpler. We can hear the author remark that this statement is due to ignorance, but that is what he should endeavor to dissipate—ignorance of the value of accounts.—*National Electrical Contractor*, August, 1907.

SIGNS OF THE TIMES.

Animated Signs

The possibilities of animated signs have not been considered as thoroughly as they might, chiefly because up to this time it has been deemed wiser to put whatever money was available into larger display, rather than into flasher mechanisms. But the need of novelty will soon focus more attention upon the animated sign. Already along Broadway, New York, and State Street, Chicago, sign advertisers find that they must add motion to their electric displays to attract attention in the crowd of signs.

This subject of animated signs is treated in an interesting way in an article by a manufacturer of flashers, in the current issue of *Signs of the Times*.


The article should prove interesting to all sign solicitors.—*Signs of the Times*, August, 1907.



PLEASE
YOUR CUSTOMERS
BY PERMITTING US
TO LOAN THEM
A 1900 WASHER
AND WRINGER
THIRTY DAYS FREE

Our plan is to co-operate with electric light companies in putting out the "1900" Electric Motor Washer and Wringer. Our interests and those of the Central Station are identical. We want to sell washing machines; you want to sell current. As it takes electricity to operate our washer, every one sold in your community increases the sale of current.

Then there is another side to the "1900" proposition: Every one of our machines sold in your city helps popularize the use of electricity. Every one is a permanent advertisement for electricity in the home. This is not a theory but the actual experience of Central Stations that handle our machines. They find that every "1900" Washer they sell gets them from one to three new residence customers a year.

Note the Latest Feature of the "1900" 
The motor operates both the washer and the wringer, thus using a fair amount of current. Write us today for full particulars about our plan to put out the "1900" Washer in your city.

THE "1900" WASHER COMPANY

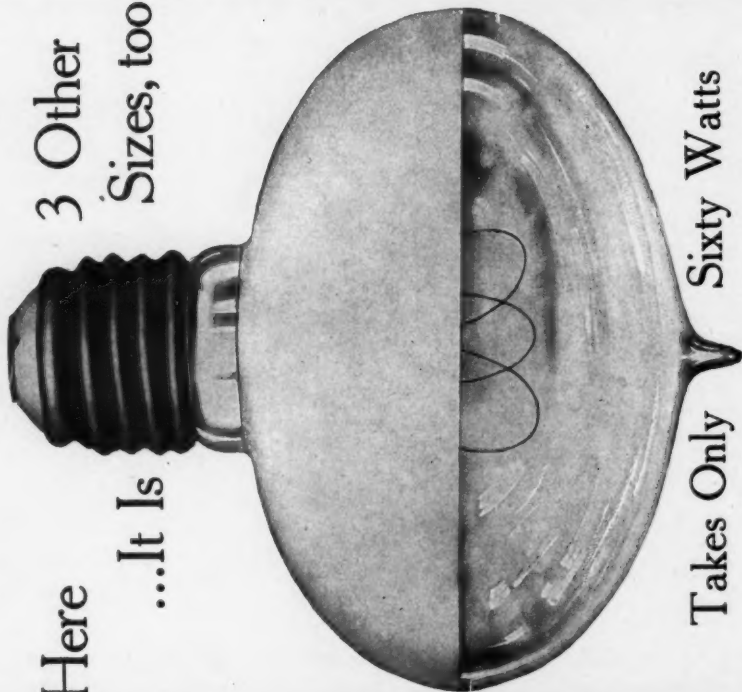
BINGHAMTON, N. Y.



SELLING ELECTRICITY ADVERTISERS.

Want More Light?

Here
...It Is
3 Other
Sizes, too



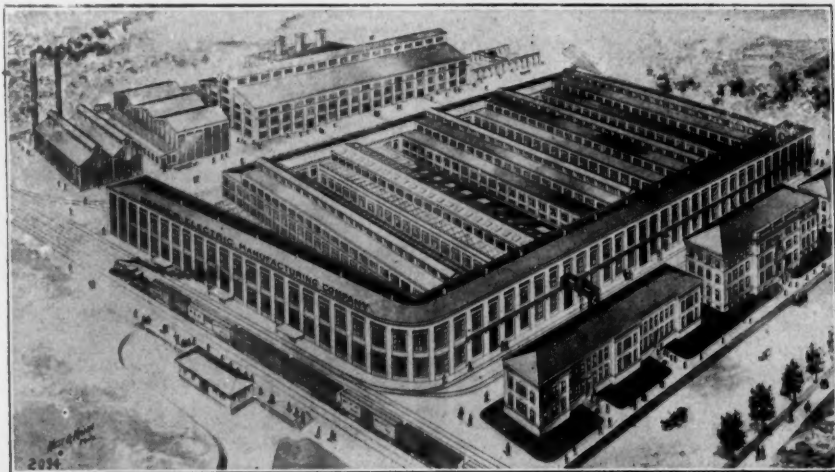
Takes Only Sixty Watts

SEE DIAGRAM FOR DISTRIBUTION OF LIGHT

Wagner Electric Mfg. Co.

Main Office and Factory

St. Louis, U. S. A.



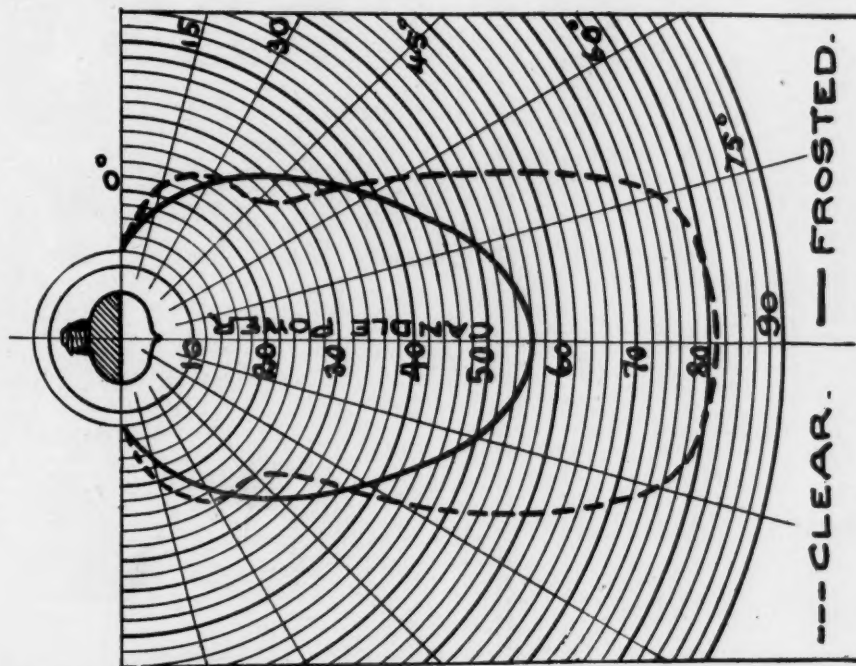
The above plant is proof of our contention that the superiority of Wagner product is recognized by Central Station Managers. The increase in manufacturing facilities will enable us to handle all orders in shorter time than was possible at our old plant.

We solicit your inquiries for transformers, instruments, single phase and polyphase motors.

WRITE FOR BOOKLET "RESUME-M."

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.



FOR FURTHER INFORMATION ADDRESS

GERMANIA ELECTRIC LAMP CO.
NEWARK, N. J.
418-420 OGDEN ST.
NOT IN THE TRUST

The Cheapest GOOD Sign



They are neat, well made, attractive.

They are just what you want for the "little man" who can't afford an expensive sign, but who has a few dollars to spend. You can't sell a high-priced sign to everybody. You can't sell a cheap - looking sign to anybody.

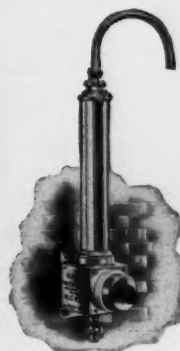
TIDEY Electric SIGNS are large; they do not look cheap, but they come within the means of the small customer. Buy one today as a sample. You'll be surprised to see what a large, good-looking sign I put out for little money.

TIDEY ELECTRIC SIGNS

111 Academy Street

Newark, N. J.

Central Stations INVESTIGATE



A thoroughly reliable continuous flow INSTANTANEOUS ELECTRIC WATER HEATER from which water at any temperature from cold to 200 F. can be drawn. Such a compact, sanitary and economical device is just the thing for soda fountains, cafes, hotels, clubs, doctors, dentists, hospitals, barber shops, manicure parlors and the home.

The only successful competitor of the gas heater which it surpasses in every way.

H. C. K. COMPANY
30 GREENWICH AVE. NEW YORK

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.



Look For This
Trademark
on

KINSMAN DESK LAMP & PORTABLES

Send for Booklet full of
LIGHTING SPECIALTIES

McLEOD, WARD & CO.

27 1/2 THAMES ST.

NEW YORK, N. Y.

AGENTS { H. P. White Co., Philadelphia, Pa.
Thos. G. Grier Co., Chicago, Ill.
McKenney & Waterbury Co. Boston, Mass.

**To the
Central Station
Commercial
Manager**

We are in a position to supply you, without charge, experienced commercial men—contract agents, power experts, solicitors.

We are in touch with men of wide experience and of varied conditions, men who have made good, but who desire to broaden their fields.

If you have any vacancies on your staff, we will find you the men to fill them.

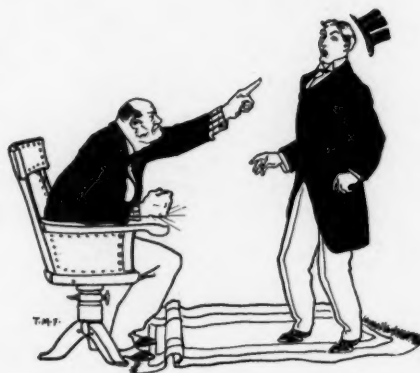
THE COMMERCIAL EXCHANGE

FOR ELECTRICAL MEN

54-56 Clinton St.

Newark, N. J.

**GET
BUSY!**



You don't know it all-- not yet. You've got something to learn about Selling Electricity just like the rest of us. Get busy. Read

SELLING ELECTRICITY

You can find out in this paper just how the other fellows have made their success. Not theory but **FACT**, is what we deal with—inside facts that show how and why the other fellow made good. It's all in

SELLING ELECTRICITY

You can make use of other peoples' brains in **YOUR** work. The plan that made some other man successful may help you. Find that plan in

SELLING ELECTRICITY

SUBSCRIBE TODAY.

ONLY A DOLLAR

SELLING ELECTRICITY

54 CLINTON ST.

NEWARK, N. J.

In writing to advertisers, mention "Selling Electricity."

TWO DECISIONS THAT WILL SAVE YOU MONEY

1st.—The Decision of the Electrical Testing Laboratories, the highest and final authority in this country on technical questions.

"With the same care and skill applied in the manufacture, rating and sorting of incandescent lamps, there is no reason why renewed lamps should not have as high candle-hour value as new lamps of the same make and type. All other conditions being the same, we believe that, in the long run, the renewed lamp is as valuable as the new lamp.

"A prejudice has long existed against renewed lamps, founded on the fact that some renewed lamps have been worthless."



2nd.—The Decision on YOUR part to try out a small sample order of our renewed or refilled lamps.

We will sell you Standard lamps for one-third less than you have been paying. You burn them along side of any new lamps made. If they do not last longer, if in every respect they do not give better service than any new lamps you have ever used, you will be our first dissatisfied customer. Decide now and decide right. A post card will bring you our proposition.

STANDARD ELECTRIC LAMP CO.

123 Van Buren St.

Newark, N. J.



B-H

ASK ANY ONE OF OUR

Thousands of Users

what they think of the

B-H RELIABLE Time Switch

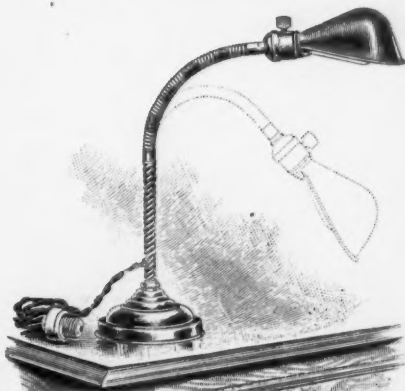
Their statements will prove that it is rightly named—RELIABLE.

LET US SUBMIT EVIDENCE

THE BALLOU-HUTCHINS ELECTRIC CO.

37 Weybosset Street

Providence, Rhode Island



Let Us Help You To Sell Lamps and Current

We'll furnish printed matter and electrotypes for your local newspaper advertising.

Sample ALMOND FLEXO DESK LAMP

Should be in Your Display Room

T. R. ALMOND MFG. CO.

83 Washington Street
BROOKLYN, N. Y.

SELLING ELECTRICITY ADVERTISERS.

SERVICE

**Is the Keynote of Modern
Business Success**

AT YOUR SERVICE

THE C. W. LEE COMPANY

NEWARK, NEW JERSEY

COMMERCIAL ENGINEERS & ADVERTISING

COUNSEL FOR

PUBLIC SERVICE COMPANIES

SERVING, AMONG OTHER CLIENTS:—

The Roanoke (Va.) Railway & Electric Co.
The Dayton (Ohio) Lighting Co.
The Columbus (Ga.) Railroad Co.
The Columbus (Ga.) Power Co.
The Gas Light Co., Columbus (Ga.)
The Edison Electric Illuminating Co., of Brockton, Mass.
The Fulton (N. Y.) Light, Heat & Power Co.
The New London (Conn.) Gas & Electric Co.
The Westchester (N. Y.) Lighting Co.
The St. Joseph (Mo.) Railway, Light, Heat & Power Co.
The Scranton (Pa.) Gas & Water Co.
Stone & Webster Electric Properties
Electrical Securities Corporation Properties
Public Service Corporation of New Jersey

In writing to advertisers, mention "Selling Electricity."

? How to Increase The Day Load ?

One way that has proven most practical is by placing "Simplex Quality" Electric Heating Appliances in the homes of your customers.



Electric heating reaches its highest point of development through the Simplex patented Enamel Method of construction.

Due care is taken in the making of these devices to insure durability, ease in operation and efficiency in service.



SEND FOR CATALOG "S"
SIMPLEX ELECTRIC HEATING CO.
CAMBRIDGE, MASS.

Chicago Office Monadnock Block



That's It!

The
"Poke
Bonnet"
Reflector

THE "POKE BONNET"

Means Profit to the Central Station

It enables you to get window lighting from the man who says "Electricity is too expensive," because with the "Poke Bonnet" you can give such a customer a good installation cheap.

It enables you to satisfy the kicker because the "Poke Bonnet" gives 50% better illuminating results with a given number of lamps than any other window reflector.

You know that window-lighting is profitable, long-hour business. Then why not investigate the only reflector that will get and hold this business for you?

Let us send you our book on window-lighting. Every central station manager and solicitor should know as much as possible about this proposition. Our book tells some new things.

NATIONAL X - RAY REFLECTOR COMPANY

247 Jackson Boulevard

Chicago, Illinois

SELLING ELECTRICITY ADVERTISERS.



The Haller Interchangeable

The most satisfactory and substantial Interchangeable sign made is the HALLER. Each letter is a separate panel; the panels fit by interlocking joints into a solid steel frame; the assembled sign has the exact appearance of a special made solid back-ground sign.

Both frames and panels are wired. If frequent changes are desired, as, for instance, theatres, an automatic connector will be supplied, so that changes can be made quickly and easily by anyone.

For Sign Rental Business these signs are ideal. They are well designed and of sturdy construction. We furnish them complete or can supply frames and letters as desired, to be assembled by customers.

We have no cut-and-dry "proposition" for central stations but will make one specially to fit your requirements and local conditions if you will write us. We rent these signs or will sell them with return or exchange privilege that makes the "Free Sign" proposition an attractive one for you to take up. Let us show you.

HALLER MACHINE SIGN WORKS

319 S. CLINTON ST., CHICAGO, ILLINOIS

The



**Sign
That
Sells
Itself**



The NEW CRIMPED Bowl Reflector

The Holophane "Inverted Bowl" for GEM units was one of the most popular and efficient reflectors ever designed. We now offer the Holophane "Crimped Bowl"

giving the same desirable distribution results, but much more attractive in shape.

Electrical Testing Laboratories' photo metric curve showing efficiency and distribution furnished on application.

IN ORDERING SPECIFY "CRIMPED BOWL REFLECTORS"

HOLOPHANE COMPANY (Sales Dept.)

227 FULTON ST.

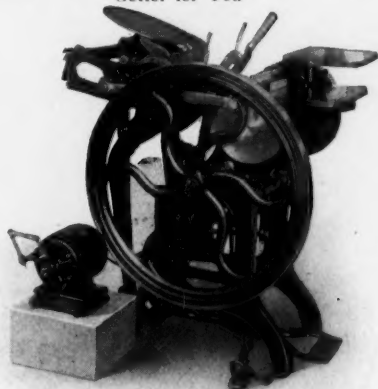
NEW YORK

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

**KIMBLE-GREGORY
VARIABLE SPEED MOTORS**

Alternating and Direct Current
FOR PRINTING PRESS DRIVE
No Belts—Friction drive—No Resistance
Any Number of Impressions per Hour
A Money Maker for the Printer and a Business
Getter for You



Price Right Send for Booklet X
WE MAKE FORGED BLOWERS TOO
GUARANTEE ELECTRIC CO. CHICAGO

**ARE YOU A ROUND
PEG IN A SQUARE
HOLE ?**

In other words, does your job fit you ?
If you are dissatisfied in your present
work and have experience in the
commercial electric field, we can
serve you.

The Commercial Exchange

For Electrical Men

54-56 Clinton St.

Newark, N. J.

**The BARR
IRON**

**is made
for service**

Central Stations who have
tried it say that it is the most

Satisfactory

Substantial

Saleable

Iron on the market. Here
are the reasons why :—

- 1 More heat for same watt
consumption.
- 2 Uniform distribution of heat.
- 3 Longer life in heating element.
- 4 No heat in handle.
- 5 No porcelain to break.
- 6 No wearing of the cord.
(Patent Cord Protector.)
- 7 More simplicity in changing
heating element.

**The W. J. Barr
Electric Mfg. Co.**

Cleveland, Ohio



In writing to advertisers, mention "Selling Electricity."

Are You Ambitious —to earn more money?

Mighty Good.



"The Sheldon Course is a mighty good thing. It has increased my earnings by as much monthly during the past fifteen months as the whole course costs."—*A. C. Burnham, 604 Century Bldg., Kansas City, Missouri*

Doubled Salary.



"The study of your valuable Course has given me a certain self-confidence that I did not possess before. From the standpoint of money I am receiving at present just twice as much as when I graduated one year ago."—*C. W. Morgan, Mgr., Hammond Typewriter Co., Colorado Bldg., Washington, D. C.*

Then fit yourself to be worth more—make yourself a better business man.

Are you willing to spend one hour a day for six months to double your earning capacity for a lifetime?

Thousands of men have done exactly this.

You can do it too, whether you are earning \$500 a year, or \$5,000 a year.

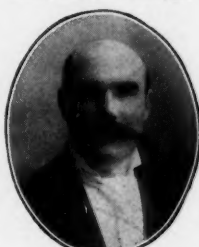
The Sheldon School has enabled over 25,000 men to increase their earning capacity from 10% to 100% and more, by teaching them to be better salesmen and better business men.

The Sheldon School is a correspondence school. You keep right on earning money in your regular business while you take the Sheldon Course.

The Sheldon Course is just as valuable, just as useful and just as important to the head of the house as to the man on the road.

It is equally valuable to the bookkeeper, the stenographer or to the correspondent, because back of every kind of business is the principle of selling—and the man who is master of salesmanship is better fitted to discharge any of the duties of business life.

Increased 100%.



"I am enthusiastic over the value of your instruction in Salesmanship, and my selling capacity and earning power has increased 100%."—*Chas. G. Forsberg, Vancouver, B. C. Canada.*

Keener Intellect.



At the time of enrollment commercial traveler making \$100.00 per month. Graduated, established in business for himself. Commissions on single sales at times exceed \$1000.00. "Your Course has given me a keener intellect, spurred my energy and has given me a high purpose in life."—*H. H. Austin, 506 E. 14th St., Minneapolis, Minn.*

The Sheldon School

teaches you how to approach men, how to interest them, how to influence them, how to impress them favorably, how to win confidence and keep it—how to make the desirable sale regardless of odds.

It teaches the big, broad principles of business as adopted and practiced by the most successful business men in the country.

The President of the Sheldon School is Mr. Arthur F. Sheldon, who is acknowledged to be one of the greatest salesman American industry has ever known. Mr. Sheldon has trained more successful salesmen than any other man in the world. He knows how to sell goods himself, and he has the ability to impart this knowledge to others.

Read what these men who have taken the Sheldon Course say about its value, and what it has actually done for them. Write to them if you wish, and also ask us to give you a list of a score of men in your section who are equally enthusiastic in their endorsement of the Sheldon School.

You may be just starting out for yourself. Then you need the Sheldon Course to put you on the right road to success.

You may be a clerk, bookkeeper, stenographer, correspondent or professional man. Whatever your vocation, the Sheldon Course will help you to make more out of your position, your profession or your business.

You may be a good salesman now, but you can become a better salesman, a higher priced salesman, a more successful salesman by following the methods laid out in the Sheldon Course.

You may be an employer of salesmen. If so, the Sheldon Course will help you get better results from your salesmen and will help your salesmen to get better results for you.

The cost is trifling compared with the results obtained.

Let us send you the book entitled "The Science of Successful Salesmanship." It tells exactly how the Sheldon School teaches the principles of salesmanship by correspondence. It is worth any man's reading, whether he wants to take the course or not. It is free for the asking.

The Sheldon School, 1079 Republic Bldg., Chicago, U. S. A.

THE SHELDON SCHOOL, 1079 Republic Bldg., Chicago.

Please send me at your expense your booklet mentioned in this advertisement. I am interested specially in the subjects I have checked below.

- | | |
|--------------------------|------------------------|
|Salesmanship |Self Development |
|Ad Writing |System and Costs |
|Business Logic |Self Education |
|Business Psychology |Science of Retail |
|Promotion |Merchandising |

Name.....

Address.....

Town.....State.....

Position.....Business.....

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.



FROM 50 TO 100 PERCENT PROFIT FOR CENTRAL STATIONS ON
EVERY SALE OF A UNIQUE ART GLASS SHADE OR PORTABLE

We make the largest and best selling line of art glass shades and domes in America. We will sell you shades from \$1. to \$125. Our \$10., \$15. and \$25. portables are all goods that your customers will buy. Your display room will not be complete without some samples of UINQUE Art Glass. Write today for our new catalogue and price list.



UNIQUE ART GLASS & METAL COMPANY

BROOKLYN, N. Y.

In writing to advertisers, mention "Selling Electricity."

Progressive Central Station Managers Find the Services of a Competent Illuminating Engineer Almost Indispensable



THIS Bureau has already assisted a number of lighting companies in installing efficient illumination for dissatisfied customers—in securing large lighting contracts in the face of active competition by a practical demonstration of the superiority of scientifically and artistically arranged lights and fixtures.

¶ The fact that you employ the services of an absolutely independent corps of specialists in illumination is of itself a strong guarantee to your public that its interests are being rigidly protected—is a powerful argument for your service against the introduction of hasty and ill-advised competition.

¶ We are thoroughly equipped to handle any problem in Illuminating Engineering of whatever magnitude, either by correspondence, or by the personal investigation of one of our staff of trained experts. In almost every case we can handle installations satisfactorily from sketch plans and other data. Write us for particulars.

Bureau of Illuminating Engineering

437 Fifth Avenue, New York



**We Will Put Out Scores of
Electric Signs in Your Town if
You Will Give Us the Chance**

SIMPLY SEND US A LIST of the people in your territory who ought to have electric signs in front of their stores or places of business. We know how to sell signs as well as how to make them. With our salesmen and our follow-up system, together with the superior merits of our signs, we know we can boom electric advertising in your city—if you will furnish us a list of prospects.

We do not make cheap, ordinary signs. All signs look alike when new, but our signs stay new longer than the cheap kind. The day of the punched sheet iron bar-room sign is over. Business men today want signs that will last, as well as signs that are artistic and original. AMERICAN ELECTRIC SIGNS make good in both particulars.

Sit down now and write us off a list of people who ought to have electric signs in front of their places of business—who ought to be using more electricity. Mail us the list and we will send you our catalogue, and immediately go after the prospects you have turned over to us.

American Electric Sign Company

42 High Street, Boston, Mass.



When a Customer Kicks

Three-quarters of the complaints that reach your office are caused by high bills. Customer claims he didn't use so much current. Meter says he did. You must rely on the meter, of course.

But is the meter reliable.

To satisfy the customer—and yourself—you order the meter tested and if you find it wrong **YOU LOSE**—your prestige with the customer, the amount of the adjustment of the bill, the cost of repairing the meter and—**YOUR TEMPER**, and—

The customer tells his friends,

Next time any of these friends has a high bill he kicks,

More inspections, tests, repairs, adjustments—all costing money.

What are you going to do about it?

THE WISE THING is to ADOPT Fort Wayne TYPE K METERS

They are **RELIABLE**. They require the minimum of inspection—practically no repairs. They are **ABSOLUTELY** dust- and insect-proof. They are sturdy—built for **PRACTICAL** service.

Bulletin 1053 tells the story. Get it.

FORT WAYNE ELECTRIC WORKS

"Wood" Systems

FORT WAYNE, IND.